

Virginia “Ginny” Van Doren

(505) 306-9793 || v.vandoren@gmail.com || Online Portfolio <http://bit.ly/gvdportfolio>

WORK EXPERIENCE

ASM Global (formerly SMG) – Wagner Noël Performing Arts Center | Midland, TX | 1,827 seat venue

Director of Marketing: January 2019 – Present

Marketing Manager: November 2017 – December 2018

- Served on management team for a University of Texas venue that averaged 190+ events a year prior to COVID-19 Pandemic | 2019 held 204 events | 2018 held 197 events and had the most profitable financial year in the history of the building
- Managed an annual department and advertising budget of ~\$850,000 with a fulltime marketing coordinator; In 2020 became direct supervisor of the Event Services Department with a fulltime manager, 2 part-time house managers, 6 event bag checkers, and 80 volunteer ushers
- Continued working fulltime during pandemic; Replaced live events with 8 on-stage events; Learned software to conduct live streaming of local talent with multiple cell phone camera angels; Connected to our community through social media and eblasts with regular updates, behind the scenes content, and launched our new series on Instagram's IGTV; Finalized marketing continuity sheets and manuals; Completed multiple webinars and online training
- Launched, managed, and implemented a re-design of venue's branding in 2018; Produced easy-to-follow guidelines, updated website, and produced other promotional materials
- Used digital and traditional marketing; Increased email subscribers by 20k+ in first 18 months to over 37,000; Created community events on- and off-line using paid and organic campaigns
- Increased ticket sales with online promotions and contests through Etix and social media channels like Facebook, Twitter, Instagram, and Shortstack; Tracked results in real time through customer relationship management analytical software of Facebook Business, Tweetdeck, ToneDen, and Google Analytics; Analyzed, adjusted, and adapted campaigns for maximum results in ticket sales
- Increased show attendance by partnering with local media (TV, radio, and print), record stores, library, regional malls, and city arts councils in addition to community events and promotions; Negotiated a 2 year partnership for a weekly in-studio segment, *Wagner Noël Wednesday* on local FOX TV news; Worked with social media influencers like “mommy bloggers”
- Wagner Noël Performing Arts Center: [Website](#) | [Facebook](#) | [Instagram](#) | [IGTV](#) | [Twitter](#) | [YouTube](#)

SMG (now ASM Global) – H-E-B Center at Cedar Park | Cedar Park, TX | 8,000-seat venue

Event Manager: January 2017 – November 2017

Acting Event Manager: December 2016

Marketing Manager: January 2016 – January 2017

Acting Marketing Director: January 2016 – March 2016 (due to parental leave)

Marketing Coordinator: May 2013 – December 2015

UNIVERSITY WORK EXPERIENCE

Communication Studies Department at New Mexico State University

Adjunct Professor for Principles of Communication, online: 2013 Fall Semester

Graduate Teaching Assistant for Principles of Communication: 2011 to 2013

Pan American Center at New Mexico State University | 13,000 seat venue

Graduate Intern and Assistant to Director of Special Events: 2011 to 2013

Studied under Barbara "Mother" Hubbard and Scott Breckner

Associated Students of New Mexico State University (Student Government)

Director of Special Events SY 2010 – 2011

Director of Activities SY 2009 – 2010

Asst. Director of Special Events SY 2008 – 2009

EDUCATION

New Mexico State University; Las Cruces, New Mexico

Master of Arts in Communication Studies with an emphasis in Special Events: May 2013

Bachelor of Business Administration in Marketing with a minor in Advertising: May 2011

AWARDS, RECOGNITION, MEMBERSHIPS, CERTIFICATES, AND VOLUNTEER POSITIONS

2020 – Present: Junior League of Midland: provisional member

2019 & 2016: South by Southwest, Austin, TX | Platinum Badge Attendee

2018 – Present: Zeta Tau Alpha Alumnae Chapter, Midland, TX | 2020 President

2018 – Present: Museum of the Southwest | SeptemberFest Committee Member

2016 – 2019: Crowd Manager Training

2015 – 2017: Austin Young Chamber of Commerce: co-chair of Imagine, Arts and Culture

2014 – 2018: HubSpot University Outbound Marketing Certification (annual training)

2009 – Present: American Collegiate Talent Showcase: Board Member/ Assistant to Executive Director

ADDITIONAL INFORMATION

- Skilled in Microsoft Office, Adobe Photoshop, Keynote, Numbers, ToneDen, go.eventbooking.com
- Fluent in WYSIWYG web design content management software and social media (Facebook, Twitter, Instagram, Tumblr, Pinterest, TikTok, IGTV, and SnapChat)
- Fluent in social media management tools (ToneDen and Planoly), plus email marketing (MyEmma, iContacts, Constant Contact, and MailChimp)
- Experienced in:
 - Ticketmaster including Host, Report Pro, TM360, tmMessenger, and Archtics
 - Etix, reporting, ticket selling, and analytics
 - Computer Aided Drawing (CAD)
 - Employee scheduling and payroll software: ABI MasterMind
- International traveler: lived in Metropolis of Tokyo, Japan for 5 years traveling throughout Japan; Visited Singapore, Mexico, and Canada
- Follower of music, fashion, culinary, public relations, and marketing trends
- Entertainment industry fan

Current as of October 2020

Other work experience details found on my online portfolio at <http://bit.ly/gvdportfolio>