

## Experience Summary

e-marketing | graphic design | arts administration | project coordination | writing & editing

### Graphic Designer | Freelance

Montreal, Canada  
Sept 03 – Present

Regular contracts to create marketing and publicity materials for a range of clients in Montreal, Toronto and New York such as programs, postcards, brochures, advertisements, book layout / typesetting and websites. Design samples can be seen at [www.rueroy.net](http://www.rueroy.net)

**Clients include:** Ballet Hispanico (New York), Patron Technology (New York), OneUpOneDown Jazz Duo (Montreal), Rachel Hellner, Artist (Victoria, BC), VIVA Youth Choir (Toronto), FancyPak Anesco (Montreal).

### E-Marketing Editor | Patron Technology

Montreal, Canada  
Sept 03 – Present

Coordinate, write and edit content for bi-weekly e-mail newsletters, profiling arts marketers and highlighting their e-marketing strategies. E-newsletters are sent to over 15,000 arts marketers and administrators in North America and the UK.

### Handbook Editor | Concordia University Student Union

Montreal, Canada  
June – Aug 04

Solicited, wrote and edited content for annual student handbook. Coordinated submissions and contributions, working closely with the designer and members of the student union to produce the 270-page book and calendar in less than 8 weeks.

### Project Coordinator | Patron Technology

New York City, USA  
July 02 – July 03

Managed a variety of marketing and administrative projects for company specializing in e-marketing services and software for the arts industry. Projects included: coordinating the publication of a 100-page book; planning and preparation for conferences, seminars and consultations; compilation, design and editing for print press kits; project management for website updates and development of an online software demonstration.

### Arts E-Newsletter Coordinator | Culturefinder.com

New York City, USA  
July 02 – July 03

Researched and wrote bi-weekly e-newsletters previewing arts events in eight US cities. Solicited ads from arts organizations in each market.

## **Box Office & Group Sales | Ambassador Theatre Group**

London, UK  
Sept 00 – Feb 02

Sold theatre tickets to the public, worked with theatre agents and producers facilitating ticket allocations and sales, maintained show records and financial and statistical reports, solicited and promoted group sales for ten West End theatres.

## **Coordinator of Volunteers | Winnipeg Fringe Theatre Festival**

Winnipeg, Canada  
May – Aug 98 – 01

Coordinated ongoing volunteer recruitment drives (press and media spots, posters, sign-up incentives). Managed application process. Worked with festival staff to create a master schedule of over 3,000 shifts. Assigned shifts to over 600 volunteers, taking into account individual preferences and abilities. Negotiated refreshment and prize donations from local businesses. Created printed training materials and arranged training sessions.

Supervised the Fringe Festival Hospitality Centre - the meeting place and information centre for all media representatives, performers, patrons and volunteers.

## **Box Office Sales | Manitoba Theatre Centre**

Winnipeg, Canada  
Sept – May 98 – 00

Sold tickets and subscriptions in person and by phone and handled patron inquiries and concerns.

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## **Education**

Concordia University, BFA Design Art  
*(specializing in print and web design)*

Montreal, Canada  
2003 – 2006

University of Winnipeg, BA Theatre Studies  
*(specializing in history, production and design)*

Winnipeg, Canada  
2000

Garden City Collegiate Institute  
French Immersion Honours

Winnipeg, Canada  
1996

London College of Printing  
Event Management Short Course

London, UK  
2001

French Institute Alliance Francaise (Fiaf)  
Conversation and Grammar Evening Classes

New York City, USA  
2002 / 2003

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### **Computer Skills:**

Microsoft Office, Illustrator, Photoshop, InDesign, QuarkXPress, Dreamweaver, Flash, HTML and layout with CSS, Macs and Windows PCs.

### **Languages:**

English and French.

### **Interests:**

Food, skiing, photography, novels, films, art and design history, theatre, travel.

References available on request.