

# Catherine Grace Moore

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## EDUCATION

### University of Michigan

*BM Choral Music Education, Piano Principal; Minor in Performing Arts Management and Entrepreneurship*  
GPA: 3.9/4.0 | *Vice President of Membership of Alpha Chapter, Sigma Alpha Iota*

**Ann Arbor, MI**

*May 2022*

### Relevant Coursework

Music Education: *Multicultural Education, Fostering Literacy Development, Education Psychology, Teaching Elementary and Secondary General Music*  
Arts Administration: *Arts Fundraising, Arts Marketing, Arts Writing, Music Business, Arts Leadership, Running Your Own Arts Organization*

**Skills:** Social media campaign management and content design; experience in Tessitura, Adobe Photoshop and Illustrator, WordPress, Weebly, Wordfly, Mailchimp, Hootsuite; photography; copy and narrative writing; K-12 music education.

## MEDIA & MARKETING EXPERIENCE

### Creative Washtenaw & Artrain, Inc.

*Communications and Program Assistant*

**Ann Arbor, MI**

*June 2020 – Present*

- Plans and creates daily social media content highlighting COVID relief and funding information and local creative community members and activities; contributes to rebranding efforts and development of a new communications and style plan
- Researched arts funding across the country in benchmark cities to prove the importance of the arts in economic planning and to advocate to local lawmakers for increased municipal support for the arts and creative industries

### Connecticut Summerfest Contemporary Music Festival

*Media Manager*

**Remote**

*February 2019 – Present*

- Designs weekly social media content and a yearly fundraiser letter to send to donors as a part of their annual giving campaign
- Grew audience on Facebook and Instagram to over 1,000 followers of potential applicants, concertgoers, and donors
- Collects faculty, ensemble and composer bios and photos, alumni achievements and testimonials to use as marketing materials
- Executed social media advertising campaigns that doubled and diversified the 2021 season applicant pool
- Wrote and distributed copy that was published in local newspapers, magazines, community calendars, and radio advertising
- Organized a silent auction for the 2019 fundraiser gala and recruited festival program advertisers from local Hartford businesses that raised \$1,500 to support diversity scholarships

## WORK EXPERIENCE

### University Musical Society

*Intern*

**Ann Arbor, MI**

*January 2020 – Present*

- Interviews artists on upcoming digital residencies to write blog posts for the marketing team throughout the pandemic
- Plans and implements programming for K-12 students and educators, UoM students and faculty, and the community

### New Jersey Symphony Orchestra

*Education and Community Engagement Intern*

**Newark, NJ**

*May 2019 – July 2019*

- Created and executed a new marketing plan for the Youth Symphony Program, including a timeline of social media and website content to differentiate themselves from a rival program
- Piloted the NJSO Youth Orchestra Alumni Group by gathering participant data from 1995-present to create social media groups; planned and executed an alumni meet-up before an NJSO park concert
- Managed 3 Young People's Concerts at the New Jersey Performing Arts Center by organizing school bus and seating information and performing front-of-house duties
- Provided written feedback on the content and execution of the Young People's Concerts to inform the next season's planning
- Accompanied professional symphony artists and donors to school workshops and school-day concerts

### University of Michigan School of Music, Theatre, and Dance Admissions Office

*Admissions Student Officer*

**Ann Arbor, MI**

*January 2019 – January 2020*

- Lead tour groups of prospective applicants and students around the SMTD and provided support on audition days
- Answered a high volume of phone, email, and walk-in inquiries, and performed clerical tasks twice a week

### Union County College

*Youth Program Assistant*

**Cranford, NJ**

*July 2019 – August 2019*

- Performed secretarial duties of photocopying and managing student attendance sheets, permission slips, and personal information
- Managed group of 30 high school students, took attendance and ensured every student was accounted for at beginning and end of day; provided one-on-one in-class help to students in a middle-school math class as a teacher's assistant

## LEADERSHIP

### University of Michigan Chapter of the American Choral Directors Association

*Vice President*

**Ann Arbor, MI**

*September 2019 – Present*

- Organized and moderated a webinar titled "Singing Down the Barriers" in collaboration with the Hampsong Foundation that presented strategies for teaching music from the African American diaspora
- Planned a benefit concert to fundraise for our chapter by booking a venue and creating publicity; programmed, rehearsed, accompanied, and conducted a diverse repertoire of music for a choir of 20 undergraduates