

DIEGO ALEJANDRO GONZÁLEZ

CREATIVE DIRECTOR. ARTS MARKETING. ARTISTIC PRODUCER. GRAPHIC DESIGNER.

he.they+ | diegoalejandrogz@gmail.com | diegogzz.com | [linkedin](https://www.linkedin.com/in/diegogonzalez)

EDUCATION

Abilene Christian Univ. B.F.A. Musical Theatre
2017 (Abilene, TX) | GPA 3.9 Honors College, Alpha Psi Omega
2015 and 2016 Undergraduate Research Festivals

EXPERIENCE

Freelance Creative Director, Marketing Strategy Consultant

June 2020—October 2022

Founder, MUXE Creative

Clientele: Carly Rae Jepsen UMG Brands, Baltimore Center Stage, Ars Nova, Dance Lab New York, The MUNY St. Louis, OYE Group, CNTR ARTS, ACU Theater, Lawrence Community Township

Dance Lab New York (New York, NY)

Creative Director

Began October 2023

- Maintain the overall brand of DLNY including new sub-brands
- Manage overall media and marketing budget, and website
- Collaborate with AD weekly and present vision/direction for the representation of DLNY in all marketing/promotional materials
- Manage Social Media Manager and lead social media strategy
- Photography/Videography: Coordinate all pre-production details
- Lead Eblast strategy/design for all programming and fundraising

Social Media Manager (Part Time)

August 2021—September 2022

- Instagram (2.5K-6K follower growth)/Facebook/TikTok (launched)
- [Designed/launched NextGen brand & creative content](#)

Ars Nova (New York, NY)

Marketing & Creative Content Manager (Full Time)

October 2021—October 2023

- Collaborate closely with emerging artists developing world premieres Off-Broadway as well as artists in Ars Nova's Discover & Develop programs to create marketing materials & campaigns
- Create bespoke, culturally-responsive marketing onboarding for artists who are new to having their work produced
- Scout, recruit & work creatively with media artists:
 - Key art designers, videographers, photographers & more
- Supervise the Emerging Leaders Group Marketing Fellows
- Create/design/project manage eBlasts, websites & digital spaces
- Manage social media channels, strategy, growth & report insights
- Brand lead: oversee use & growth of brand/voice/tone/style
- Evaluate/reimagine processes with a brand new Marketing Team
- Producer/Creative Dir. [Making of Oratorio for Living Things](#)

Tectonic Theater Project (New York, NY)

Marketing & Communications Manager (Full Time)

September 2020—June 2021

- Work closely with Artistic Director Moisés Kaufman, Executive Director & Board to develop marketing/PR strategies
- Maintain up-to-date NationBuilder & MailChimp databases
- Manage marketing/PR & social platforms (both internal/external)
- Design/develop/produce key art + graphics for all programs
- Write, edit & proofread copy for eBlasts & press releases
- Create/launch any Zoom & video plans for virtual programming
- Producer/Editor 2020 Benefit [RISE UP: A Tectonic Cabaret](#)

Business Manager of the Moment Work Institute (Full Time)

January—June 2021

- Seek education program prospects & nurture relationships
- Manage a team of Teaching Artists to ensure quality experiences for all engagement & solicit feedback for growth projection
- Promote programming, author contracts, generate invoices & manage travel/payroll for all Teaching Artists

Roundabout Theater Company (New York, NY)

Audience Services Representative (Full Time)

November 2018 — May 2019

- Manage ticketing, donation and subscription inquiries through inbound calls/emails/live chat platforms
- Maintain a robust and evolving knowledge of Roundabout's offerings, sales techniques, policies & customer scripts
- Utilize Tessitura (customer management software) & develop call scripts to ensure that all customers receive personable care
- Manage challenging situations promptly & professionally
- Assist with departmental mailings & special projects

The Public Theater (New York, NY)

PUBLIC WORKS Community Associate (Seasonal Full Time)

May — September 2018

- Manage & facilitate the relationships between a community ensemble for 120+ Shakespeare/Park's Twelfth Night (2018)
- Assist community as ambassador/liaison to build relationships
- Create databases to strengthen relationship building with community (of 200+), capture data & aid to manage schedules
- Plan & supervise the "Twelfth Night Original Cast Recording" with all community ensemble members & production artists for a studio session with composer Shaina Taub
- Work closely with PW Dir. Laurie Woolery, staff at The Public & their community organizations & the *Twelfth Night* creative team

Thirteen O'Clock Theatre (McAllen, TX)

Associate Artistic Director (Seasonal Full Time)

May 2016 — August 2016

- Direct an original play & co-direct a MainStage play
- Devise & implement the artistic mission & vision
- Apply for 501(c)(3) status & grants

SKILLS + INTERESTS

Fluent: English & Spanish | Familiar: ASL

Mac/Windows, Adobe CC, Final Cut Pro, Microsoft Office/Teams & Google Suite, NationBuild/MailChimp/Prospect2, WordPress/Wix/SquareSpace/Webflow, Airtable/Canva/Notion/Asana/Slack, Miro

REFERENCES

Fernando Masterson | Marketing Director, Ars Nova, NYCC Mentor, Previous Collaborator | fmasterson@nycitycenter.org

Brisa Areli Muñoz | Artistic Director of Musical Theatre Factory Director/Collaborator/Mentor | brisaareli@gmail.com | 917.272.6197

Julia Glawe | Executive Director, Dance Lab New York jglawe@dancelabny.org | 917.741.8626 (FaceTime Audio Only)