

# DIEGO ALEJANDRO GONZÁLEZ

he.they+ | 956.432.7736 | diego@theborderlands.co | diegogzz.com

## 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 [muxecreative.com](http://muxecreative.com)

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

### Ars Nova (New York, NY)

#### Marketing Manager (Full Time)

Began October 2021

- 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](#)  
Producer/Creative Dir. [Sizzle Reel, Oratorio for Living Things](#)  
Creative Director ["Only In Time" from HOUND DOG](#)

### Dance Lab New York (New York, NY)

#### Social Media Manager (Part Time)

August 2021—September 2022

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

### 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
- Produce readings, panels, talkbacks & work with core Gala team  
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 Assist. (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

### ACU Theatre (Abilene, TX)

#### Graphic Designer (Remote Part Time)

January 2014 — December 2020

- Direct media projects for promotion & publicity
- Create and publish all promo content

### 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

Playwriting, Directing, Project Management, Creative Direction, Community Building & Engagement, Videography/Photography  
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, AudienceView, Tessitura (last used in 2019),

## REFERENCES

Bryan Joseph Lee | Founder, CNTR ARTS  
Former Director of Public Forum | [bryan@cntrarts.com](mailto:bryan@cntrarts.com)

Brisa Areli Muñoz | Artistic Director of Musical Theatre Factory  
Director/Collaborator/Mentor | [brisaareli@gmail.com](mailto:brisaareli@gmail.com) | 917.272.6197

Julia Glawe | Executive Director, Dance Lab New York  
[jglawe@dancelabny.org](mailto:jglawe@dancelabny.org)

# DIEGO ALEJANDRO GONZÁLEZ

DIRECTOR. PLAYWRIGHT. THEATER ARTIST. COMMUNITY BUILDER.

he.they+ | 956.432.7736 | [diego@theborderlands.co](mailto:diego@theborderlands.co) | [diegogzz.com](http://diegogzz.com)

## DIRECTOR

<b>(Untitled New Work)</b>	Assistant Director	Trinity Rep, 2023-24
<b>WHAT DO I STAND FOR / REVOLUTION</b>	Director / Documentary	Lawrence Community Township
<b>On The Move</b>	A.D. / Workshop	The Civilians x NYCC, 2021
<b>RISE UP: A Tectonic Cabaret</b>	A.D. / Producer	Tectonic Theater Project, 2020
<b>Guadalupe, un recuerdo</b>	Dir. / Workshop Prod.	Thirteen O'Clock Theater, 2016
<b>Peter &amp; the Starcattcher</b>	Dir. / Production	Thirteen O'Clock Theater, 2016
<b>The Little Mermaid</b>	Dir. / Production	24 HR Musical, 2017
<b>Romeo + Juliet</b>	Dir. / Production	South Texas Theater, 2014

## PLAYWRIGHT

<b>David y Jonatan</b>	<i>In Development</i>	<i>CNTR ARTS Residency, 2023</i>
<b>Guadalupe, un recuerdo</b>	<i>Reading</i>	<i>ACU Theater, 2015</i>
	<i>Reading</i>	<i>Thirteen O'Clock Theater, 2015</i>
	<i>Workshop Prod.</i>	<i>Thirteen O'Clock Theater, 2016</i>
<b>Man of La Mancha</b>	<i>Dramaturg</i>	<i>Abilene Civic Center, 2016</i>

## ADDITIONAL EXPERIENCE

<b>MERCEDES</b>	<i>Production Manager</i>	<i>¡OYE! Group x Abrons Arts, 2021</i>
<b>Call My Name, Clemson</b>	<i>Proj. Manager / Curator / Mentor</i>	<i>Tectonic Theater Project x Clemson Uni.</i>
<b>The Modern Musical</b>	<i>Teaching Artist</i>	<i>All Star Theater, 2020- 2021</i>
<b>Storytelling through Choreography</b>	<i>Teaching Artist</i>	<i>Susy's Dance Academy, 2020-2021</i>
<b>Principles of Acting &amp; Music Theater</b>	<i>Teaching Artist</i>	<i>Melba's School for Dance, 2014-2018</i>

## ARTS ADMIN

<b>The Borderlands</b>	<i>Co-Founder &amp; Co-Artistic Director</i>	<i>2022-Present</i>
<b>MUXE Creative</b>	<i>Founder &amp; Creative Director</i>	<i>2023-Present</i>
<b>CNTR ARTS</b>	<i>Marketing &amp; Social Media Strategist</i>	<i>2022-Present</i>
<b>Ars Nova</b>	<i>Marketing Manager</i>	<i>2021-Present</i>
<b>The MUNY St. Louis</b>	<i>Videographer/Editor</i>	<i>2021-Present</i>
<b>Baltimore Center Stage</b>	<i>Marketing Strategy Consultant</i>	<i>2022</i>
<b>Carly Rae Jepsen / UMG Brands</b>	<i>Videographer/Content Creator</i>	<i>2022</i>
<b>Tectonic Theater Project</b>	<i>Moment Work Institute Manager</i>	<i>2021</i>
<b>PUBLIC WORKS / The Public Theater</b>	<i>Community Associate</i>	<i>2018-2019</i>
<b>Thirteen O'Clock Theater</b>	<i>Associate Artistic Director</i>	<i>2016-2017</i>

## EDUCATION

Abilene Christian Univ. B.F.A. Music Theater | GPA 3.9 Honors College, Alpha Psi Omega  
2015 and 2016 Undergraduate Research Festivals | Award Recipient

REFERENCES AVAILABLE UPON REQUEST