

**Donna Baldwin-Bradby**335 C East Montcastle Dr  
Greensboro, NC 27406

dbbradby@ncat.edu

**North Carolina Agricultural & Technical State University 2003 – present****Director of Marketing, Publicity & Audience Development Theatre Arts Program Adjunct Assistant Professor of Theatre and Marketing & Publicity – College of Arts Humanities and Social Sciences Department of Visual and Performing Arts**

- Responsible for teaching Acting for Non-Majors, Theatre Management, Theatre Projects, Senior Showcase, Introduction Filmmaking/Industry Film Engineering and Stage Management
- Design and execute all marketing and publicity tools and strategies for the Theatre Arts Program
- Train student Stage Managers for work in Professional Theatres, Competition and Graduate School
- Develop Marketing Tools such as flyers, posters, fact sheets, radio announcements and PSA's
- Develop, design and maintenance all social media platforms for the Theatre Arts Program
- Project manage all aspects of several magazines/booklets, newsletters
- Create innovative marketing strategies geared towards increasing on-campus and off-campus visibility
- Pitch local, regional and national feature stories print publications, television and radio
- Cultivating relationships with organizations and individuals for the express purpose of increasing awareness of the Theatre Arts Program and its programming for funding and support
- Spokesperson for The Theatre Arts Department
- Execute Event Planning duties that support academic programs (receptions, panels, performances)
- Create Surround Events that help support the theatre's academic agenda
- Consistently initiate and execute grant research, grant writing and grant maintenance
- Design and execute fundraising strategies and events
- Manage on and off-campus volunteers

**North Carolina Agricultural & Technical State University 2003 – 2019****African American and Alzheimer's Research Study and The Center for Outreach in Alzheimer's Aging and Community Health (COAACH) Marketing and Publicity Consultant**

- Design and develop comprehensive marketing & publicity plans in concert with COAACH staff and leadership – overall and per event
- Write press releases for all events and news
- Work with local and regional media outlets to identify and negotiate media buys
- Pitch feature stories to local and regional print media, online media, radio and television
- Manage all live media interaction with COAACH
- Schedule media interviews and develop interview questions for the COAACH Team
- Keep the COAACH team informed on any policy or procedural changes about branding, social media and marketing & publicity set forth by NC A&T State University

**CAREER OBJECTIVE**

To contribute to humanity in a significant, profound, and deliberate manner that will ensure that all communities thrive, become sustainable and receive fair and equitable treatment.

**EDUCATION****Bachelor of Fine Arts in Professional Theatre**

North Carolina Agricultural and Technical State University Greensboro North Carolina, 1985

**Master of Fine Arts in Arts Management**

Virginia Polytechnic University, Blacksburg, Virginia, 2002  
*Thesis: Partnerships Model, Professional Development Workshops: Enhancing Learning through the Integration of the Arts and Brain Compatible Learning with Core Curriculum Subjects.*

**COMPUTER SKILLS**

Proficiency in numerous word processing, spreadsheet, design and database management software programs and social media platforms.

## ACADEMIC INSTRUCTION

### University Experience

- THEA 496 Theatre Projects, North Carolina A&T State University
- THEA 370 Senior Showcase, North Carolina A&T State University
- THEA 370 Introduction Filmmaking/ Industry Film Engineering, North Carolina A&T State University
- THEA 210 Acting for Non-Majors, North Carolina A&T State University
- THEA 214 Movement for the Actor I, North Carolina A&T State University
- THEA 215 Movement for the Actor II, North Carolina A&T State University
- THEA 571 Internship North Carolina A&T State University
- THEA 584 Stage Management, North Carolina A&T State University
- THEA 585 Theatre /Arts Management, North Carolina A&T State University
- Introduction to Arts Management, Elon University
- Approaches to Arts Management, Elon University
- Arts Management, Virginia Polytechnic University
- Creativity and Aesthetics, Virginia Polytechnic University
- Musical Theatre I, Bennett College
- Musical Theatre II, Bennett College

### Museum and Exhibition Consulting

- African American Atelier
- Greenhill Gallery for North Carolina Artist
- Guilford County School High School Exhibitions
- Guilford Native American Gallery
- Henry Clinton Taylor Gallery
- International Civil Rights Museum
- Paul R Jones/ Two on Two Exhibition, Baltimore Maryland
- Puerto Rican Artist Samuel Lind Painter Sculptor of Loiza
- UNC-G Witherspoon Gallery Collaboration with John Ahearn, New York
- University Galleries Student Exhibitions, Virginia Tech
- XYZ Gallery, Virginia Tech Student Gallery

- Coordinate all Branding to ensure that all components work in concert with the universities brand
- Increase the organizations visibility, audiences, and participants
- Design and execute an aggressive distribution plan for all marketing materials
- Supervise the production of promotional videos

### North Carolina Agricultural & Technical State University 2003 - 2019

#### Director of Marketing, Publicity & Audience Development for The Department of Visual & Performing Arts, Adjunct Assistant Professor of Theatre and Marketing & Publicity Director for the College of Arts & Sciences

- Responsible for teaching Acting for Non-Majors, Theatre Management and Stage Management.
- Design and execute all marketing and publicity tools and strategies for the Department's Theatre, Music, Dance and Visual Arts Programs
- Training of student Stage Managers for Competition and Graduate School
- Develop, design and maintenance marketing and publicity plans and social media platforms for the College of Arts & Sciences 13 departments - Biology, Chemistry, Energy and Environmental Sciences, English, History, Journalism and Mass Communications, Liberal Studies, Math, Physics, Political Science and Criminal Justice, Psychology, Sociology and Social Work, Visual and Performing Arts
- Produced a weekly radio show for Channel 142 on SiriusXM titled "The CORE" Historically Black Colleges and Universities
- Project managed all aspects of several magazines/booklets and annual Points of Pride Brochures for the College of Arts & Sciences
- Creating innovative marketing strategies geared towards increasing on-campus and off-campus visibility for The Department of Visual & Performing Arts
- Pitch local, regional and national feature stories print publications, television and radio
- Cultivating relationships with organizations and individuals for the express purpose of increasing awareness of the College of Arts & Sciences and its programming for funding and support
- Spokesperson for The Theatre Arts Department of Visual and Performing Arts
- Execute Event Planning duties that support academic programs (receptions, panels, performances)
- Create Surround Events that help support the academic agenda of performances, exhibitions, speakers and lectures
- Consistently perform grant research, grant writing and grant maintenance
- Design and execute fundraising strategies and events
- Manage on and off-campus volunteers

## **Dance Company Consulting**

- African American Dance Ensemble, Durham NC
- Cleo Parker Robinson Dance, Denver CO
- Dauna's Dance, Greensboro NC
- Dayton Contemporary Dance Company, Dayton OH
- E. Gwynn Dance Company, Greensboro NC
- Harris Mintz Dance Company, Greensboro NC
- North Carolina Ballet, Charlotte NC
- Otesha Dance Creative Arts Ensemble, Winston Salem NC

## **Music Organization Consulting**

- DOBY, a local Funk Band
- Sons of Steel and Slick Winston Record Management and Label, National Tours
- Created and managed a small Record Label – Permanent Records
- The Stovepipes, a local Cover Band

## **Festival Management and Coordination**

- African Heritage Festival, City Arts of Greensboro NC
- Children's African Play Festival, North Carolina A&T Theatre Arts Program
- Chinese Festival, City Arts of Greensboro NC
- Hispanic Festival, City Arts of Greensboro NC
- Native American Festival, City Arts of Greensboro NC

## **Professional Memberships**

- Americans for the Arts, Washington DC
- Association of Arts Administration Educators, Portage WI
- North Carolina Theatre Conference, Greensboro NC
- Southeastern Theatre Conference, Greensboro NC
- The Creative Center, Greensboro NC
- Black Theatre Network

## **Executive Director – Touring Theatre of North Carolina 2016 – present**

- Overall business management of the theatre and the coordination of all activities pertaining to the theatre
- Manage staff and training and direction of all volunteers
- Accountable for all financial record-keeping, employee payroll, accounts receivable and payable
- Provide accurate budgeting reports to Board of Directors monthly basis
- Responsible for all publicity, media communications, press releases, brochure and playbill design and composition
- Conducting, designing and attending staff and board meetings
- Soliciting support from community leaders through fund-raising activities
- Coordinate the direction of all productions and tours
- Research and development of grant funding for company
- Lead grant writer
- Coordinate all community outreach activities and partnerships

## **Touring Theatre Ensemble of North Carolina 1985 – present**

### **Educational Arts Consultant**

- Responsible for developing Educational Assessment and Evaluation Tools used to track learning gain through the arts in K-12 Title One schools and conducting Site-Visits and Technical Support
- Grant writing Consultant

## **North Carolina State Arts Council 2002 – present**

### **Performing Arts Program – Consultant**

- Conducted Site-Visits of funded organizations to Assess and Evaluate Programs and Performances

## **Virginia Tech, Blacksburg, VA 1999 – 2002**

### **Performing Arts Program – Consultant**

- Responsible for marketing, outreach and development for theatre, music and art events. Supervised, scheduled, and assigned responsibilities to undergraduate Production Lab students. Lead writer for theatre productions and artist forums. Box Office and Front of House supervisor

### **Graduate Teaching Assistant**

- Assisted professor with exams, compile and maintain grading system, direct contact between student and professor

### **Arts Administration Instructor**

- Taught undergraduate students the principals of arts administration

### **Vice-President - Graduate Arts Council**

- Assist in coordination of multicultural programs, presenting, event planning and execution, proposal and grant writing, budget supervision and onsite liaison

### **Project Coordinator**

- Designed workshops focusing on arts in education integration and brain-based learning

## Organizational Consulting

- Greensboro YWCA Healthy Beginnings
- UNC-G & A&T Joint Social Work Program
- Actors Workshop, Greensboro NC
- North Carolina State Arts Council, Raleigh, NC
- National Conference for Community and Justice, Greensboro, NC
- Jewish Federation, Greensboro, NC
- Performing Arts Program for Youth, Atlanta Georgia
- Greensboro Public Library
- Otesha Creative Arts Ensemble, Winston Salem NC
- Cultural Education Collaborative, Charlotte NC
- Jomandi Productions, Atlanta Georgia
- Alternate Roots, Atlanta Georgia
- Davidson County, Lexington NC
- Alpha Kappa Alpha Sorority, Greensboro NC
- Delta Sigma Theatre, Greensboro NC
- YMCA, Eden NC
- NC Humanities Council, Raleigh NC
- TLine Danz

## Board and Volunteer Services

- The Collective Artist Guild, Performance Company, Greensboro, NC
- Weatherspoon Art Gallery, University of North Carolina at Greensboro
- The Children's Museum, Greensboro, NC
- Glenwood Library, Greensboro, NC
- Family & Children Services, Greensboro, NC
- Touring Theatre Ensemble, Greensboro, NC
- Triad Stage, NC
- Michael Parrish Theatre Endowment
- North Carolina Theatre Conference

## North Carolina Dance Theatre – Charlotte, NC

Spring 2001

### Instructor

- Designed and taught creative dramatics and acting classes for advanced ballet students ages 12-25

## Cultural Education Collaborative – Charlotte, NC

Spring 2001

### Arts Consultant

- Developed assessment & evaluation tools; assisted with coordination of workshops, meetings, grant panels and orientation
- Contributing writer for United States Education Department (USED) and Crayola Crayon Visual Arts Education grants
- Conducted technical grant support with dance, music, theatre and visual arts organizations

## Jomandi Productions - Atlanta, GA

Summer 2000

### Consultant

- Assisted in marketing & PR, board relations, proposal writing and provided personal assistance to the Artistic Director

## Alternate ROOTS – Atlanta, GA

Summer 2000

### Consultant

- Assistant Coordinator for organizations annual meeting updated database and supervised registration process

## MOTHEREAD/NC Humanities Council – Raleigh, NC

1990 - 2005

### Trainer/Performer

- Professional development trainer/performer for educators who teach in the penal system

## Caldcleugh Multicultural Arts Center - Greensboro, NC

1994 - 1999

### Executive Director

- Refocused the centers programming from athletics to the arts while managing and maintaining an annual budget of \$100K
- Designed programs to engage culturally diverse groups, volunteers and the surrounding community.
- Coordinated festivals, special events, community meetings, visual arts exhibits, dance, music, and theatre performances
- Coordinated all marketing, publicity and grant writing efforts; managed facility, scheduling and building usage
- Cultivated and secured arts instructors; supervised and coordinated the work of 25-30 local and regional artists
- Designed an annual six-week summer arts camp
- Collaborated and designed arts programs for Pathways Homeless Shelter and Special Populations
- Devised community alliances to present national and regional companies for residencies

## Guilford County School System, Arts Enrichment Program

1996 - 1998

### Greensboro, NC

### Supervisor/Instructor

- Organized citywide eight-week program for city middle schools, coordinated arts instructors and lead teachers

## Grants/Awards and Honors

- Arts Greensboro
- Cemala Foundation – Cone Foundation
- Community Foundation of Greater Greensboro
- Undergraduate Research Grant, College of Arts Humanities and Social Sciences
- 20 Most Influential People in the Arts
- National Association Negro Business & Professional Women, Bridge Builders Award
- North Carolina State Arts Council Grant, Touring Theatre Ensemble
- Lyceum Grant N C A&T State University – Grammy Award Winning Artist, India Arie
- Lyceum Grant N C A&T State University – Hilda Willis, Director Performing Arts Program/Youth
- Lyceum Grant N C A&T State University – Sheryl Lee Ralph, Actress and Activist, AIDS Panel
- Lyceum Grant N C A&T State University – Dr. Amali Amaki, Curator Paul R. Jones Art Collection
- Roanoke Island Festival Park, Manteo NC
- North Carolina A&T College of Arts & Sciences, Special Service Recognition
- Kennedy Center American College Theatre Festival Region IV Finalist Special Service Recognition
- Kennedy Center American College Theatre Festival Merit Award for Direction
- North Carolina A&T State University Futures Grant
- Virginia Tech Research Grant, Blacksburg VA
- Special Service Recognition, North Carolina A&T State Univ.
- Best Actor in the Triad, Greensboro News and Record
- College of Arts Humanities and Social Sciences/Carnegie Mellon Foundation Undergraduate Research Grant
- Juneteenth: Arts Legacy Award in Theatre
- NCTC Keynote Speaker Producers Gathering

## Davidson County Arts Council - Lexington, NC

1992 - 1993

### Guest Artist/Instructor - Ages 6-16

- Instructor in Creative Dramatics, Creative Movement, and Intro to Acting, administered all aspects of the guest artist program from scheduling to lecture demonstrations

## City Arts of Greensboro - Greensboro, NC

1992 - 1993

### After-school Drama Director - Ages 6-16

- Intro to Acting and Creative Dramatics Instructor, recruited participants and developed comprehensive drama and acting instruction

## Community Theatre of Greensboro - Greensboro, NC

1992

### Instructor - Theatre in the Schools and Harlequin Acting Troupe

- Developed arts program that focused on inner-city teenage issues, produced & coordinated final touring performances

## YMCA - Eden, NC

1991 - 1992

### After-School Drama Director - Ages 6-16

- Creative Dramatics and Creative Movement Instructor introduced principles of imagination and creative learning in a rural underserved area

## PERFORMANCE EXPERIENCE

<b><i>Production</i></b>	<b><i>Role</i></b>	<b><i>Organization</i></b>
Crowns	Mable	Actors Theatre of Charlotte NC
Menopause the Musical	Power Woman	Capri Theatre, Charlotte NC
	Soap Star	
Crowns	Mother Shaw	N.C. A&T State University
Anton in Show Business	Angwenh	Actors Theatre of Charlotte NC
Violet	Ensemble	Actors Theatre of Charlotte NC
Nonsense	Sis. Hubert	Friends of the Theatre
Vagina Monologues	Monologue	Virginia Tech
	Woman	
Medea	Medea	University of N.C. at Greensboro
Joe Turner's	Bertha	University of N.C. at Greensboro
Cotton Patch Gospel	Mary	University of N.C. at Greensboro
House of Bernarda Alba	La Ponce	University of N.C. at Greensboro
Ain't Misbehavin'	Ensemble	Charlotte Opera Company
Dreamgirls	Lorrell	Livestock Theatre
Big River	Ensemble	Livestock Theatre

Little Shop of Horrors	Ronnette	Livestock Theatre
Once on this Island	Asaka	Millbrook Playhouse, Penn.
Tell Pharaoh	Ensemble	Collective Artist Guild
Josephine	Mother	The Broach Theatre
Hermes The Holiday Pig	Kwanzaa Kitten	The Broach Theatre

## **DIRECTING EXPERIENCE**

### **Adult Theatre**

<b>Production</b>	<b>Organization</b>
Broadway Unleashed	Roanoke Island Festival Park
The America Play	Triad Stage
Imagine Me	YWCA & Healthy Beginnings
Mad at Miles	7 Stages, Atlanta GA
Ethel Waters: A Life in Song	Triad Stage
The Love Café	Greensboro Day School
The Complete Works of Shakespeare	Greensboro Day School
Mad at Miles	Triad Stage
Once on the Island	Temple Theatre, Sanford NC
From the Mississippi Delta	Triad Stage
Sophisticated Ladies	Community Theatre of Greensboro
Peace Like A River	Barn Dinner Theatre
Peace In The Valley	Barn Dinner Theatre
Smokey Joes Café	Community Theatre of Greensboro
5 Guys Named Moe	Barn Dinner Theatre
The Taffetas	The Broach Theatre
Grease	Friends of the Theatre
The All Night Strut	Friends of the Theatre
You're A Good Man Charlie Brown	Friends of the Theatre
Once On This Island	Livestock Community Theatre
Ain't Misbehavin'	Community Theatre of Greensboro
Ma' Rainey's Black Bottom	Community Theatre of Greensboro
Fences	Community Theatre of Greensboro
Big River	High Point Theatre
Black Nativity	N.C. A&T State University
The Wiz	Carolina Theatre
The Tap Dance Kid	Carolina Theatre
Tell Pharaoh	We Are One Youth Theatre
Do You Know The Greens?	Greensboro Cultural Center
Ernest and the Pale Moon	West Conneticut University

## Adult Theatre

<b>Production</b>	<b>Organization</b>
African Animal Tales	Roanoke Island Festival Park
The Country Mouse and The City Mouse	Roanoke Island Festival Park
The Little Match Girl	N.C. A&T Children's Theatre
The Best Christmas Pageant Ever	Congregational Un. Church of Christ
The Littlest Angel	Congregational Un. Church of Christ
Tell Pharaoh	We Are One Youth Theatre
Traveling Tondo	Barn Dinner Theatre
You Don't Know Me But I'm Famous	N.C. A&T State Summer Camp
Cinderella Wore Combat Boots	N.C. A&T State Summer Camp
The Wizard of Oz	N.C. A&T State Summer Camp
It's a Dunga-ree World	N.C. A&T State Summer Camp
Children of the Universe	N.C. A&T State Summer Camp
You're A Good Man Charlie Brown	Friends of the Theatre

## CHOREOGRAPHY EXPERIENCE

### Adult & Children's Theatre

<b>Production</b>	<b>Organization</b>
Big River	University of N.C. at Greensboro
Simply Simone	University of N.C. at Greensboro
Crowns	N.C. A&T State University
Smokey Joes Café	Community Theatre of Greensboro
Cinderella	Lexington Youth Theatre
Once Upon a Mattress	Salem College, Winston Salem NC
5 Guys Named Moe	Barn Dinner Theatre
Uh Oh Here Comes Christmas	Barn Dinner Theatre
The Taffetas	The Broach Theatre
Tell Pharaoh	Bennett College
I Love You; You're Perfect, Now Change	The Broach Theatre
You're a Good Man Charlie Brown	Salem College, Winston Salem NC
Raisin	N.C. A&T State University
Purlie	N.C. A&T State University
The Me Nobody Knows	N.C. A&T State University
Ain't Misbehavin'	Charlotte Opera Company