

Brandon Marcus

25350 Friendship Road, Suite 4 Daphne, AL 36526
251.895.6075 brandon@thestudioal.com www.bmarc.us

EDUCATION

Master of Liberal Arts – Leadership & Ethics

Spring Hill College – Mobile, Alabama
May 2017

Bachelor of Arts – Liberal Studies (Communications, Education, Music, & Theatre)

University of South Alabama – Mobile, Alabama
May 2013

TEACHING EXPERIENCE

Owner/Director August 2013-Current

The Studio – Daphne, Alabama

Manage all aspects of running a successful educational performing arts studio, including planning, payroll, implementation, and instruction. Stay relevant with all current marketing and recruiting procedures in the industry. Communicate with students and parents, both current and prospective, through various lines of communication including social media (Facebook, Instagram, TikTok, etc.), phone, email (MailChimp), and in person. Lead and inspire faculty members to uphold the standard of education expected. Through individually crafted lessons, train students to excel in their passions through competitions, self-evaluations, and at-home research. Design, create, and implement new and captivating marketing strategies using mail, print, and social media methods.

Artist in Residence/Theatre Instructor 2018-2020

Renaissance School of the Eastern Shore – Daphne, Alabama

Educated students in different acting styles, methods, and techniques. Taught pupils how to communicate, control and project their voices, and present themselves. Created lesson plans that allowed students with different learning styles to fully express themselves. Directed performance rehearsals, scheduled performances of Fall and Spring shows, and assisted with the design and construction of sets. Continued to grow an Alabama Bicentennial 200 program through community outreach and sustainability. Adapted shows to suit the needs of the current students.

Shows included: How the Grinch Stole Christmas, Schoolhouse Rock, LIVE!

Musical Director 2017-2018

Eastern Shore Repertory Theatre – Fairhope, Alabama

Enthusiastically taught approximately 100 children the art of music while integrating feelings and emotions into their craft.

Shows included: Heathers:101 (High School Premier), James and the Giant Peach, JR. (JTF 2018), Mulan, JR., Newsies (Non-Pro Premier), Peter Pan, JR.

Preludes Instructor 2014-2018**Mobile Symphony Orchestra – Mobile, Alabama**

Brought a depth of knowledge and excitement to the music lesson plans. Built upon basic music instruction at the individual partner schools and introduced musical instruments, music terminology, and the orchestra, as well as helped children awaken their musical talents. Assisted in leading the child to an interest in playing an instrument or enjoying music as an informed audience member. The Preludes program is designed to provide classroom teachers, through observation, the knowledge and confidence to include enhanced music activities in their curriculum. Consistently evaluated as highly successful in the classroom and complimented for wide range of knowledge and adaptability to every classroom situation.

Artistic Director 2012-2014/Music Director, 2010-2012/Choreographer, 2009-2010**Sunnyside Theater & The Azalea City Center for the Arts – Mobile, Alabama**

Instrumental in the creation and opening of a 5,000 square-foot performing arts center for children. Acted as the creative mind behind all productions within the Center, included, but not limited to set design, choreography, musical direction, makeup, costume design, and promotional material. Managed a growing database of over 5,000 contacts and consistently used innovative communication with Constant Contact.

Shows included: Alice in Wonderland, JR., Annie, JR., Beauty & the Beast, JR., Fame, Hairspray, Honk, JR., Jungle Book KIDS, The Little Mermaid, JR., Miracle on 34th Street, Seussical, JR.

OTHER RELEVANT WORK EXPERIENCE**Social Media Coordinator October 2010-August 2013****Office of New Student Orientation - University of South Alabama, Mobile, AL**

Operated and maintained the social media platforms used by the Office of New Student Orientation. Monitored and updated social media sites (Facebook, Twitter, Instagram, website) daily and interacted with users/followers. Assisted the Orientation Manager and other University Administrators with the exploration of new and useful social media sites that were beneficial to both Orientation and the University of South Alabama. Regularly added content to the social media sites, as needed. Appeared in promotional and informational videos for orientation sessions and USA Recruitment Days. Collaborated in the creation of new designs for orientation publications including, but not limited to, program books, postcards, t-shirts, name badges, giveaways, and logos.

Attended various meetings, events, college fairs and other functions with regular and prompt attendance. Communicated regularly with office staff and correspond in a professional manner with students by telephone, letter, email, and social media. Collected and entered registration information into Banner. Aided in the orientation and registration processes of Freshmen and Transfer students to the University of South Alabama. Assisted in the execution of campus tours during orientation to incoming students, as well as their parents. Meet goals and collaborated with university professionals to disseminate the university message to new students and families.

THESIS RESEARCH

Master's Thesis

The Effects and Implications of Social Media on Small Business

The focus of my research was to study how social media impacted small business and the ways a small business could grow by properly implementing social media to their current branding, marketing, and communication plans. A portion of my research also acted as a secondary "project," developing a social media presence for The Brandy Brown Studio for the Performing Arts, which in part allowed for a more specific target group. Understanding that social media is an ever-changing world, my hopes are to provide insight into how a small business might not only survive, but also grow in a world of 24/7 digital access.

Undergraduate Thesis Work

#ACCAMobile

The focus of this project was to develop social media presence, visibility in the community, and an increase in revenue for The Azalea City Center for the Arts. The information contained in the proposal was used in aiding The Azalea City Center for the Arts in social media branding and presence.

(Digital Copies Available Upon Request)

AWARDS AND HONORS

Music Teachers National Association Nationally Certified Teacher of Music – *IN PROGRESS*

Mortar Board Alumni Emerging Leader Award 2022

National Association of Teachers of Singing (NATS) Joan Frey Boytim Independent Teacher Fellow 2022

Marquis Who's Who In America 2022

SOUTH (USA Alumni Magazine) Feature, Summer 2021 – "Alumni Entrepreneurs"

ACCESS Magazine "50 Most Beautiful" 2021

Mobile Bay Magazine 40 Under 40 Class of 2021

Lagniappe "Nappie" Award

Best Local Theatrical Singer – 2020

Best Baldwinian Right Now Top 6 – 2020

Best Local Actor Top 6 – 2020

Best Show or Musical (Newsies-Musical Director) – 2017

Best Summer Camp – 2016

Best Local Actor – 2014, 2015

Best Local Actor Runner-Up – 2013

University of South Alabama College of Continuing Education & Special Programs

Undergraduate Student Leadership & Service Award – 2013

University of South Alabama Department of Interdisciplinary Studies

Exemplar Award – 2013

University of South Alabama Office of Student Academic Success and Retention

Top JagPAL Award – 2012

Mortar Board National College Senior Honor Society (ΠΣΑ) – University of South Alabama

National Society of Leadership and Success (ΣΛΠ) – University of South Alabama Lambda Pi Eta

Communication Honor Society (ΑΠΗ) – University of South Alabama

Who's Who Among Students in American Universities & Colleges – University of South Alabama

PROFESSIONAL AFFILIATIONS

Alabama Conference of Theatre Member

St. Michael Catholic School Sponsor – 2020-2021

Renaissance School of the Eastern Shore Sponsor – 2019-2020

Baldwin County Virtual School Sponsor – 2018-2019

Mortar Board National College Senior Honor Society

Advisor – University of South Alabama Sally Steadman Azalea chapter 2020-2022

National Council Alumni Representative – 2016-2020

Section Coordinator – Section 5 (Alabama/Florida) 2013-2016

National Council Student Representative – 2012-2013

Chapter President – University of South Alabama Sally Steadman chapter 2012-2013

Mortar Board Alumni Association

Music Teachers National Association Member

Created the COVID-19 Scholarship for the Baldwin County Chapter

Musical Theatre Educators Alliance Member

National Association of Teachers of Singing (NATS) Member

ALANATS (Alabama Chapter) Website/Social Media Chair – 2022-Current

National Dance Arts Educators Member

National Scholarship Adjudicator – 2021, 2022, 2023

Southeastern Theatre Conference (SETC) Member

University of South Alabama Alumni Association

The Voice Foundation Member

Social Media Director – Leadership Team 2022-Current

Charter Member of the Alabama Chapter

PROFESSIONAL DEVELOPMENT

2023 The LoVetri Method Somatic Voicework - Level I

2021 Decision Making: How To Choose The Right Problem To Solve (Univ. of Leeds/Institute of Coding)

Creating A Professional Online Presence (Univ. of Leeds/Institute of Coding)

How To Create Great Online Content (Univ. of Leeds/Institute of Coding)

Getting Creative With People To Solve Problems (Univ. of Leeds/Institute of Coding)

Digital Skills: Mobile (Accenture)

2020 Child Protection Training (Catholic Mutual Group)

Collaboration in Workgroups (Mortar Board)

Southern Theatre Conference Virtual Workshops (SETC)

Introduction to Arts Integration Virtual Workshop (Arts Education Collaboration)

2019 Contract Law: From Trust to Promise (HarvardX)

Inspiring and Motivating Arts and Culture Teams (UMichigan)

Being an Effective Team Member (SkillSoft)

Communicating Across Cultures (SkillSoft)

Diversity on the Job: Diversity and You (SkillSoft)

Grantsmanship Essentials Pack (Cornerstone OnDemand Foundation)

Nonprofit Essentials Certificate (Cornerstone OnDemand Foundation)

Problem Solving: The Fundamentals (SkillSoft)

- Using Strategic Thinking Skills (SkillSoft)
- 2018** Design Thinking Professional Certificate (RITx)
- Design Thinking Fundamentals
 - Empathizing to Understand the Problem
 - Ideation, Iteration, and Communication
 - Prototyping and User Testing
- Diploma in Modern Human Resource Management (Alison)
- Diploma in Strategic Management (Alison)
- 2017** Inclusive Leadership Professional Certificate (Catalyst)
- Leading with Effective Communication
 - Get Beyond Work-Life Balance
 - Becoming A Successful Leader
 - Communication Skills for Bridging Divides
- Leaders of Learning (HarvardX)
- Diploma in Business Communication Skills (Alison)
- Diploma in Human Resources (Alison)
- Diploma in Risk Management (Alison)
- Diploma in Social Media Marketing (Alison)

COMMUNITY INVOLVEMENT

Daphne High School Theatre Department
Music Director - Spring 2023

SEEDS Supporting Educational Excellence in Daphne Schools
Board Member – 2022-2023

Christ the King Catholic Church – Daphne, Alabama
Interim Organist – 2022

Baldwin County Democrats – Baldwin County, Alabama
At-Large Member of the Executive Council 2020-2022
Baldwin Young Democrats Founding President 2020-2022

Gloria Dei Community Choir – Mobile, Alabama
Countertenor/Alto – 2018-2020
Assistant Musical Director – 2019

Cathedral-Basilica of the Immaculate Conception – Mobile, Alabama
Baritone Section Leader/Cantor – 2010-2013
Countertenor/Alto Section Leader – 2018

All Saints Episcopal Church – Mobile, Alabama
Principal Musician Search Committee Chair 2016
Bass Section Leader – 2014-2017
Bayou Bash Volunteer – 2014, 2015, 2016

Port City Men's Chorus – Mobile, Alabama
Director – 2013-2015

STUDIO/STUDENT AWARDS & HONORS

- 2023** Gulf Coast Media's "Best of Baldwin" Award – Best Music Studio
- 2022** SEACT – Three Festival High Scores, Seven 1st Place, Five 2nd Place, and Three 3rd Place Awards
Miss America's Miss Trussville Outstanding Teen
Miss America's Miss Gulf Coast
Betty Coale Young Musician Scholarship Recipient
Alabama Shakespeare Festival's Young Southern Writers Workshop Scholarship Recipient
Multiple Students Selected to Attend Broadway Artist Alliance in New York City
Alabama Conference of Theatre's Theatre for Youth Festival – 12 Superior Awards/4 All-Star Awards
Alabama NATS – 1st Place HS MT Treble, 1st & 2nd Place HS MT TBB, 2nd Place Freshman MT Treble
Southeastern Theatre Conference Keynote Emerging Artist of Promise Award Winner
Gulf Coast Media's "Best of Baldwin" Award – Best Youth Arts Training
- 2021** Trumbauer (State) – 1st Place Com. Duet, 2nd Place Com. Solo, 2nd Place Makeup, 3rd Place Class. Mono.
Alabama Conference of Theatre Patricia Putnam Scholarship Recipient
Trumbauer (District 5) – 17 Superior Awards/All Advancing to State
Eat. Shop. Play. Baldwin County. "Best of Baldwin" Award – Best Performing Arts Studio
SEACT – 2nd Place Intermediate Solo, 3rd Place Elementary Solo
AYTE – 1st Place Adv. Solo, 1st Place Adv. Duet, 2 Honorable Mentions (Monologue & Vocal)
Southeastern Regional NATS – 2nd & 4th Place Male HS MT
Southeastern Theatre Conference Keynote Emerging Artist of Promise Award Winner
Alabama NATS – 1st & 2nd Place Male HS MT, 1st & 3rd Place Female HS MT
Dogwood Trail Court Member - Yellow
- 2020** Eat. Shop. Play. Baldwin County. "Best of Baldwin" Award – Best Local Business
Alabama Conference of Theatre Scholarship – 2nd Alternate
DramaNotebook.com Monologue Competition – 2nd Place
SEACT – 1st Place HS MT Solo, 1st/ 2nd Place HS Monologue, 1st Place MS MT Duet, Best in Festival
AYTE – 2nd Place Adv. Solo, 2nd Place Inter. Solo, 2nd Place Duet, 2 Honorable Mention Monologues
Baldwin County DYW – 4th Runner Up; Fitness, Scholastic, & Interview Prelim Winners
Stars Over Alabama Scholarship – Junior Vocal Winner; Junior, Intermediate, & Teen Finalists
Alabama NATS – 1st Place Female HS MT, 2nd & 3rd Place Male HS MT, 4th Place Freshman MT
Dogwood Trail Court Member – Blue
The Music Man on Broadway – Lead Character Final Callback Round
Junior Theatre Festival – Student Choreography Award
- 2019** Trumbauer State Competition – 7 Superior Awards, 5 Excellent Awards
Open Jar NYC Summer Scholarship Winner
Trumbauer (District 5) – 11 Superior Awards/Advancing to State, 1 Excellent Award
Baldwin County DYW – 1st Runner Up; 3rd Runner Up; Talent, Fitness, & Scholastic Prelim Winners
Alabama NATS – 1st Place Male HS MT, 2nd Place Female HS Classical, 3rd Place Female HS MT
Dogwood Trail Court Member – Lavender
- 2018** Trumbauer (State) – 4 Superior Awards
Trumbauer (District 5) – 7 Superior Awards/ 4 Advancing to State, 2 Excellent Awards
Mobile County DYW – 1st Runner Up; Talent, Self-Expression, Fitness, & Interview Prelim Winners
Azalea Trail Maid Court Member – Lavender
Alabama NATS – 2nd Place Male HS MT
- 2017** Trumbauer (State) – 1st Place Varsity Female Dramatic MT Solo
Trumbauer (District 5) – 3 Superior Awards/Advancing to State
Mobile County DYW – 1st Runner Up; Talent, Self-Expression, & Interview Prelim Winners
- 2016** Lagniappe Nappie Awards – Best Summer Camp: Broadway Bound
Alabama NATS – 2nd Place Female HS MT
- 2015** Applause Talent Competition – Top 3 Overall
Alabama NATS – 2nd Place Female HS MT, "Comments Only" Honorable Mention
- 2014** ACT Theatre for Youth Festival – 1st/2nd/3rd Place JV Musical Theatre
Auburn University Miss Rush – Winner
- 2013** Baldwin County Distinguished Young Woman Program – Winner

Brandon Marcus

THEATRE

GODSPELL	Judas	Theatre 98 – Richard Foster, Dir.
TREASURE SEEKERS (Workshop)	Uncle	Page & Palette – Mallory Dawson, Dir.
THE LITTLE MERMAID	Pilot	Eastern Shore Rep – Erin Langley, Dir.
THE DEVIL AND DANIEL WEBSTER	Featured Ensemble	Mobile Opera – Paul Houghtaling, Dir.
SWEENEY TODD	Ensemble	Joe Jefferson Players – Patrick Jacobs, Dir.
AIDA	Mereb	Joe Jefferson Players – Cathy Boulter, Dir.
THE ADDAMS FAMILY	Lucas	Walter Anderson – Sheila Thornburg, Dir.
FORBIDDEN BROADWAY	Angel/Corny/Mandy/Phantom	Mobile Theatre Guild – Eric Browne, Dir.
LEGALLY BLONDE THE MUSICAL	Emmett Forrest	Joe Jefferson Players – Jeff Williamson, Dir.
9 TO 5: THE MUSICAL	Joe	Mobile Theatre Guild – Keone Fuqua, Dir.
MIRACLE ON 34 th STREET	R.H. Macy	Sunnyside Theater – Chris Paragone, Dir.
SUNSET BOULEVARD	John/Pete H./Salesman	Mobile Opera – Andy Anderson, Dir.
BYE BYE BIRDIE	Albert Peterson	Chickasaw Civic Theatre – Mike Box, Dir.
CANDIDE	Soloist/Feature Dancer	Mobile Opera – Andy Anderson, Dir.
SEUSSICAL	Cat in the Hat	Theatre USA – Rebecca Britton, Dir.
THE WATER ENGINE	Morton Gross	Theatre USA – Dr. Leon Van Dyke, Dir.
THE MERRY WIDOW	Kromov	OperaAlabama – Dr. Paul Houghtaling, Dir.
ANNIE	Oliver Warbucks	WCHS – Kristen Richardson, Dir.

TRAINING

Acting	Robin Ann Page, T. Fulton Burns
Costume Design/Makeup	Rebecca Britton
Dance	Brandy Brown Pendleton, Christy Christakos
Diction Coaching	Dr. Laura Moore
Voice	Dr. Kathryn Hedlund, Dr. Thomas Rowell, Doff Proctor, Dr. William Martin

PHYSICAL DESCRIPTION

Age Range	Late 20s – 30s
Ethnicity	Caucasian/White
Height	6 ft.
Weight	200 lbs
Hair	Brown
Eyes	Brown

SKILLS

Singer Who Moves Well, Dialects: Southern/British/Cockney, Alabama Driver's License, Strong Sight Reader, IPA, Advanced Piano Skills, Organ, Brass & Woodwind Instruments, Sewing, Stage Makeup, Apple-Based Computer Operations, Painting, Organizational Skills