



Contact

Phone

224-548-9303

Email

apennergilstrap@gmail.com

LinkedIn

www.linkedin.com/in/annie-penner-gilstrap/

Education

2019*

MM Vocal Performance
University of North Texas

2017

BM Vocal Performance
Lawrence University

2017

BA History
Lawrence University

Expertise

Project Management
Marketing Strategy
Image/Video Editing & Production
Communication
Writing & Copywriting
Relationship Building
Time Management

Skills

Problem solving
Adaptability
Creativity
Emotional Intelligence
Interpersonal skills
Leadership
Organization

Annie Penner Gilstrap

Artistic Administration & Digital Marketing

Experienced Artistic Administrator specialized in the management, coordination, and promotion of arts organizations. A motivated and passionate team player with a diverse arts background including performance, administration, production, and marketing. Comfortable in both leadership and supporting roles.

Experience

2022 - Present

The Atlanta Opera

Artistic Associate & Social Media Liaison

- Assists Director of Artistic Administration with casting inquiries and tracking, budget management, database management, contracts, auditions, future planning, and dispersing production information to company.
- Acts as Artistic Liaison to the marketing department, contributing expertise and insight for content programming based on season, production details, and artist involvement. Provides artistic POV for the company's social media platforms.
- Manages and schedules all aspects of Young Artist opera training program including curriculum, programming, auditions, rehearsals, coachings, and performances.
- Manages budgeting, payroll, and any other financial needs of department.
- Arranges artist and production travel, housing, and transportation logistics, and manages a full database of all artists, agents, and productions. Coordinates all artist collateral program assets for program.

2021 - 2022

The Dallas Opera

Digital Stage Administrator

- Programmed, scheduled, managed, and maintained all aspects of Digital Content.
- Managed digital content team. Oversaw all logistical planning, programming, and marketing for digital content, including copywriting and original content and live-streamed performances.
- Planned and managed Digital Media budget.
- Collaborated with marketing department in preparation and creation of assets promoting both digital and live performance programming.
- Provided video editing services for various company departments on an as-needed basis, including donor and board video projects.
- Managed BMI quarterly dues for music rights and royalties including payments and reporting.

2020 - 2021

The Dallas Opera

Social Media Manager

- Conceptualized, designed, and developed Dallas Opera's digital content platforms *TDO Network* and *thedallasopera.TV*.
- Rebranded company's social media accounts. Strategized content calendar and maintained consistent presence on all social media channels.
- Utilized graphic design and video editing skills in content creation. Programmed and executed TDO Network series content including copy, imagery, and video.
- Created ad campaigns and digitally marketed all social media content via Meta Business Suite and Google SEO. Maintained monthly insights reporting.
- Updated website as needed.

2019 - 2020

The Dallas Opera

Artistic Coordinator

- Coordinated artist travel/housing arrangements.
- Managed calendars, meetings, and travel arrangements for company executives.
- Completed routine payroll and expense reporting
- Arranged logistical planning and staffing support for rehearsals, productions, events, and auditions.
- Maintained Artistic Department calendars, databases, and all contract-related administration.
- Created and formatted recital program translations.