

STEVE ROSS

KEY SKILLS

Graphic Design & Publishing

- Adobe Creative Suite
- Layout & Typography
- Pre-press Production
- Branding & Visual Identity

Web Design & Development

- WordPress
- HTML, CSS
- UX/UI Principles
- Dreamweaver
- Website Maintenance & Optimization

Digital Marketing & Analytics

- SEO / SEM / UX
- Google:
 - Analytics
 - AdWords
 - Tag Manager
 - Search Console
- Paid Social Media Advertising
- Email Campaigns
- Content Creation
- Mailchimp

Project & Team Management

- Timeline Coordination
- Cross-functional Team Collaboration
- Vendor Relations
- Training & Mentorship
- Quality Control

Box Office & CRM Systems

- Tessitura Certified
- Ticketing & Membership Management
- Audience Segmentation

Languages

- English
- French

STEVE ROSS

123 E 37 Street, 6B
New York, NY 10016

917-232-4334

jsteveross@me.com

<https://steveross.design>

PROFESSIONAL SUMMARY

Accomplished Graphic Designer and Digital Marketing Specialist with over 20 years of experience crafting visually compelling content for Off-Broadway, and international arts organizations. Expert in executing 360-degree advertising campaigns across print, digital, and social media platforms. Passionate about creating engaging visual narratives that resonate with audiences and drive box-office success. Known for managing multiple projects under tight deadlines, consistently delivering high-quality results for the performing arts and entertainment industries.

PROFESSIONAL EXPERIENCE

Marketing Director & Senior Graphic Designer

NYTF New York, NY. 2018 - 2024

- Led digital marketing and graphic design projects for off-Broadway productions including "Fiddler on the Roof" and Barry Manilow's "Harmony."
- Developed virtual platforms during COVID-19.
- Partnered with media, editorial, and artistic teams to ensure alignment with strategic goals, optimizing digital content.
- Spearheaded digital transformation, significantly expanding online audiences and achieving record-breaking attendance and donor engagement - increasing membership by 200%.
- Managed website strategy, SEO.
- Collaborated with external agencies on paid digital campaigns to maximize visibility and revenue growth.
- Managed cross-functional teams to ensure timely marketing materials and digital content delivery, adhering to strict deadlines and brand standards.

Print & Digital Graphic Designer

Self-Employed, Various International Clients (list available upon demand). Since 2000

- Designed compelling marketing and promotional materials for events hosted at prestigious venues, including Carnegie Hall and NYCOpera, as well as for internationally renowned companies such as Cirque du Soleil and TOHU La cité des arts du cirque.
- Developed and executed branding initiatives for major arts festivals and exhibitions, driving visibility and attendee engagement.
- Collaborated with artists and cultural institutions to create visual identities that resonate with diverse audiences and maintain brand integrity.

Graphics & Web Designer / Digital Marketer

Centaur Theatre Company, Montreal, Canada. 1999 - 2018

- Designed and directed comprehensive digital and print marketing campaigns, significantly enhancing audience reach and engagement for theatrical seasons.
- Provided expertise in email marketing, SEO, and paid media strategies to optimize campaign performance.

Publisher / Editor

Programme Magazine, Montreal, Canada. 1996 - 1999

- Launched and managed a widely distributed arts magazine, fostering significant connections between the arts community and major financial institutions.
- Coordinated with freelance contributors, managing business operations, and led various teams to ensure the success of sales, marketing, design, and distribution.

Senior Graphic Designer

Saidye Bronfman Center for the Arts, Montreal, Canada. 1994 - 1996

- Created visual designs for stage productions and managed the design of annual school catalogues and exhibits.
- Developed marketing materials that significantly enhanced public engagement and educational outreach.
- Collaborated with department heads to ensure that all design projects supported the center's educational and cultural objectives.

Education & Professional Development

- Tessitura Certified CRM Specialist - Memberships & Marketing
- Professional Certifications in Google Analytics, SEO, and Adobe Creative Suite
- University of Maryland - Certificate in Arts Management.