

Kyle Filbeck

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KYLEFILBECK.COM

EDUCATION

Pennsylvania State University: Erie, PA
Bachelor of Arts in Arts Administration
Concentration: Marketing

August 2017

INTERNSHIP

Situation Interactive NYC
Creative Strategy Intern

May - August 2016

- Worked collaboratively to create and present a full Fall 2016 digital advertising campaign for *Holiday Inn* on Broadway to Roundabout Theatre Company's Junior Marketing team
- Led strategy meetings regarding digital marketing plans for *Miss Saigon* and *Dear Evan Hansen*
- Acquired basic knowledge of Google Analytics and paid Facebook Ads
- Assisted full-time employees with extensive digital plans for the Broadway productions of *Miss Saigon*, *Dear Evan Hansen*, *Les Mis*, and *The Color Purple*.
- Assisted with creation of tracking/splash pages for *Dear Evan Hansen*, *Anastasia*, and *Miss Saigon* on Broadway
- Worked independently to gather and present social media and website analytics for every show on Broadway
- Analyzed websites for Situation clients and presented potential improvements.

SOCIAL MEDIA EXPERIENCE

Flying High, a Wicked Fan Site
Creator and Manager

June 2007 – Present

Recipient of the 2009 Official Wicked Seal of Approval
<http://www.flyinghighwithwicked.blogspot.com>

- Worked independently to design and maintain website
- Analyzed post data outreach including page views on each post, audience location, traffic sources, and the web browsers and operating systems by which the website is found
- Utilized written communication skills for reviews, announcements and casting news
- Used HTML/JavaScript and video editing skills to design elements of the website not controlled by Blogger
- Adapted to changing social media trends, opening and maintaining [Facebook](#), [Twitter](#) and [Instagram](#) accounts to promote the website

Facebook Fan Pages

May 2011 - Present

- Created, manage, and maintain Facebook fan pages for [Amanda Jane Cooper](#), [Alison Luff](#), and [Alli Mauzey](#), [Wicked on Broadway](#), [Wicked on Tour](#)

Relevant Coursework: *MKTG 342 - Buyer Behavior: SPRINT Project* Research Analyst

- Led and conducted focus groups to discuss Sprint's brand image
- Earned a spot in the Top Three project presentations across all campus sections of Buyer Behavior
- Originated, developed, and presented the idea of an Urban Art Campaign to increase brand awareness directly to Sprint's Pennsylvania and Ohio Region President
- Led the initiative and reached out to Cleveland State University, Playhouse Square, House of Blues and others to obtain marketing cost estimates
- Created mock-up advertisements

Arts Administration Capstone: *MISCAST* Project Manager

January-May 2017

October 2016-April 2017

- Solicited funds to subsidize costs related to the concert and worked within them to create marketing campaign
- Created and distributed marketing materials and press releases to The Erie Playhouse, Erie Times News, WQLN Radio, BVZ Radio, and the Behrend Studio Theatre for concert promotion
- Directed and led a cast of 12 performers, purchasing music and assisting with transposing to different keys
- Utilized leadership skills to perform in and emcee the event while managing performer schedules

WORK EXPERIENCE (Descriptions available upon request):

- **Express** (Sales Associate) June 2014-January 2017
- **Tilly's** (Sales Associate) May 2015-September 2015
- **Riverside Inn** (Performer) May 2014- August 2014