

Jessica Schmitz

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DIGITAL MEDIA MARKETING/COMMUNICATIONS SPECIALIST

7+ years of results-driven leadership in New York City across an extensive range of nonprofit and performing arts organizations. Proven track record of building and developing online organizational branding, specializing in website content creation and management, social media management, digital marketing, print & web advertising, and fundraising.

Highly skilled at journalistic writing (blogger for *The Huffington Post Arts & Culture*), news-driven press release prose, contract negotiations, event planning, graphic design, and budget management, serving cross-functional teams with creative passion.

10+ years experience as award-winning freelance musician, performing as a flutist at venues including New York's Carnegie Hall and Lincoln Center, Chicago's Symphony Space and Ravinia, London's Barbican Centre, and Beijing's National Center for the Performing Arts.

PROFESSIONAL EXPERIENCE

Communications Manager, Bang on a Can (2010 - 2015)

A New York City-based performing arts nonprofit presenting over 70 annual events via 7 satellite programs.

- Spearheaded redesign and launch of organizational website www.bangonacan.org reaching over 100k annual viewers; wrote and updated all site copy; managed and edited all audio, photo and video content.
- Wrote and distributed over 50 annual e-newsletters via Campaign Monitor reaching a 15k subscriber audience via HTML coding and responsive design templates.
- Launched and managed all organizational social media sites and audio/visual content (YouTube, Facebook, Twitter, Flickr, SoundCloud) with average yearly subscriber increase of 50% across 12 accounts.
- Managed and implemented multi-pronged 25th Anniversary marketing campaign, including sold-out collaborations with Lincoln Center, Metropolitan Museum of Art, Carnegie Hall, Barbican Centre, and Walt Disney Concert Hall, securing press features in *The New York Times*, *Los Angeles Times*, *The Wall Street Journal*, *Rolling Stone*, *Pitchfork*, and *BBC Music*.
- Designed and implemented seasonal written and audio/visual marketing strategies, press releases, news digests, and print advertisements for the Bang on a Can Marathon, the Bang on a Can All-Stars, the People's Commissioning Fund, the Bang on a Can Summer Festival @ MASS MoCA, Asphalt Orchestra, Found Sound Nation, and OneBeat (in collaboration with the US Department of State).
- Acted as press and marketing liaison between journalists, bloggers, independent publicists, and over 100 performing artists annually.
- Created and managed fundraising campaigns for collaborative projects with sister record label Cantaloupe Music.

Marketing Director (2008-2014) + Co-director (2008-2013), Asphalt Orchestra

A New York City-based contemporary performance ensemble internationally commissioning and performing since 2009.

- Conceived and produced multidisciplinary collaborations and concerts with acclaimed artists, presenters, and international venues, such as TEDWomen, Yoko Ono, David Byrne, VH1 Save the Music, Paul Taylor Dance Company, Lincoln Center, and the Barbican.
- Developed and maintained project budgets and performance calendars; managed recording contracts and venue bookings; made travel arrangements and negotiated contracts for ensemble choreography and support staff; wrote press releases and eBlasts for media coverage, including *The New York Times*, *NY Magazine*, *Time Out NY*, *WNYC*, *Philadelphia Inquirer*, *Sunday Arts*, *The Economist*, *Brooklyn Vegan*, *Sequenza 21*, *Philadelphia Weekly*.
- Launched and managed organizational social media sites and audio/visual content (YouTube, Facebook, Twitter, Flickr, Vine) with average yearly subscriber increase of 60%.
- Launched and managed organizational website www.asphaltorchestra.com.

***The Huffington Post*, Arts & Culture blogger (2013-current)**

- Contributing blogger, publishing features *Asphalt Orchestra Plays the Pixies: Lincoln Center Out of Doors, July 28*; *Band Camp Karaoke: Bang on a Can @ 92Y Tribeca*; *Hive at the Guggenheim: Interview with Tyondai Braxton*; *Bang on a Can @ MoMA: Where Past and Present Meet*; *Are You Possessed? Inside Robert Black's Improvisatory Multimedia Album*.

Previous Experience (2007-2010)

- Producer of The Juilliard School's Music Technology Center Opening (2009).
- Operations Manager, MATA (a NYC-based music commissioning nonprofit founded by composer Philip Glass, 2009). Booked venues and successfully conducted online and print marketing campaign for 2009 Benefit honoring WNYC's John Schaefer and Gayle Morgan.
- NYC Project Director, Unsound Festival (a multi-city experimental music festival founded in Krakow, Poland, 2009-10).
- New York University, Interactive Arts Series Producer (2008-09).
- Curator: Signal Ensemble, Wordless Music, and Bang on a Can Present Michael Gordon's *Trance* (2009).
- Associate Executive Director, Electronic Music Foundation (a NYC-based nonprofit dedicated to the curation and performance of electronic multimedia art, 2007-09).

PERFORMANCE EXPERIENCE (as freelance flutist)

Ensembles (2009-current)

- Piccoloist, Asphalt Orchestra: described as an "intrepid entrepreneurial player who keeps New York's musical life in ferment" (*NY Magazine*); gave world premieres of works by Yoko Ono, David Byrne and St. Vincent, Tyondai Braxton, Goran Bregovic, STEW, Tatsuya Yoshida, and more at venues including TEDWomen, Lincoln Center Out of Doors, Alice Tully Hall, and Barbican Centre; recorded the album *Asphalt Orchestra* on Cantaloupe Music.
- Flutist, Ensemble Signal: performed and recorded alongside Philip Glass, releasing the album *Glassworks* on Orange Mountain Music; toured and recorded Steve Reich's Pulitzer Prize winning *Double Sextet* to be released on Cantaloupe Music in winter 2013; toured and recorded Helmut Lachenmann's *Zwei Gefühle* on Mode Records; performed and recorded Michael Gordon, David Lang, and Julia Wolfe's *Shelter* on Cantaloupe Music.

Selected Solo and Freelance Engagements (2007-current)

- Carnegie Hall, Weill Hall solo recital (2007).
- Flutist and pan piper for *Rock Band* video game (2010).
- Beijing Modern Music Festival, flute soloist (2013).
- Balinese Gamelan cheng cheng-ist for Gamelan Dharma Swara at MoMA (2010); New York Indonesian Consulate (2011) and Fat Cat (2011).
- Flutist for Harvard University Argento Ensemble residency (2012); Wordless Music (2011); Eighth Blackbird @ Park Avenue Armory (2011); Yale University Andriessen Festival (2007); Tribeca Film Festival (2008); Brooklyn Academy of Music's Next Wave Festival (2012); Sequitur Ensemble (2012).

Presentations:

- TEDWomen Conference *Asphalt Orchestra* (2010).
- Yale University International Festival of Arts & Ideas: *Music of the People* (2012).
- New Interfaces for Musical Expression (NIME) *Music & Robotics* (2007).
- National Flute Association co-presenter *The Art of Collaboration* (2002).

TEACHING EXPERIENCE

- NYU Steinhardt School Adjunct Flute Faculty (2006-2008).
- Manhattan School of Music Educational Outreach Department (2006).
- Brooklyn Conservatory of Music Flute Faculty (2011-current).

EDUCATION

- Manhattan School of Music, Bachelor of Music *summa cum laude*, Presidential Scholarship recipient (2006).
- NYU Steinhardt School, Master's in Music Performance *summa cum laude*, Merit Scholarship recipient (2008).

INTERESTS/ COMMUNITY OUTREACH

- Red Cross Emergency Volunteer (September 11 disaster relief, Hurricanes Irene & Sandy disaster relief).
- Alzheimer's Association Volunteer (Memory Walk; The Longest Day fundraising).
- American Society for the Prevention of Cruelty to Animals (ASPCA) Adoptions Volunteer.