

Patrick G.H. Schley

4131 West Martin Drive #201 | Milwaukee, WI 53208-2788
414.255.0788 home | 414.617.0067 cell | p@patrickschley.com | twitter: @pschley

Selected Professional Experience

Complete list of positions available at <http://www.linkedin.com/in/patrickschley>

FIRST STAGE, Milwaukee, WI

Academy Services Manager/Technology Liaison (April 2011-present)

- Front-line customer service for the largest theater training program in the nation: handling registrations, parent inquiries, website content, financial deposits
- Extensive use of Tessitura Arts Enterprise Software including performance, pricing, and special setup; serve as company-wide Tessitura resource
- Coordination of Academy marketing, communication, and branding in cooperation with marketing staff
- Company management and administration for Young Company pre-professional training program
- Oversee all technology projects and act as liaison between First Stage and IT consultant
- Participated in creation of website RFP and subsequent development of Tessitura-integrated website

Special Projects Coordinator (May 2004-May 2010)

- Administrative assistant to marketing, education, and artistic departments; projects included customer service, ticket sales, IT assistance, graphic design
- Tessitura data entry and management

MILWAUKEE REPERTORY THEATER, Milwaukee, WI

Marketing and Sales Manager (May 2010-April 2011)

- Planning & execution of sales programs to achieve ticket income goals
- Audience development & group sales projects
- Management of direct mail, print, and electronic advertising
- Development of key messages for sales staff in the ticket office and telemarketing department
- Extensive use of Tessitura to execute and analyze sales

CHICAGO SHAKESPEARE THEATER, Chicago, IL

Marketing Intern (February 2010-June 2010)

- Constituent data management using Tessitura
- Audience development research & targeting group sales leads
- Coordinating & promoting discount ticket programs, particularly to college student populations
- General support for marketing department

HARRIS THEATER FOR MUSIC AND DANCE, Chicago, IL

External Affairs Assistant (January 2008-November 2008)

- Managing invoices and budget reconciliation
- Assisting in the preparation of programs and other collateral materials
- Collecting and maintaining archives and Tessitura mailing lists

BUCKETWORKS, Milwaukee, WI

Associate Director (May 2007-January 2012)

- General administration for 22,000 square foot facility: serving as membership liaison, facility management, marketing & communications coordination, community outreach
- Management of IT/infrastructure in support of small businesses using Bucketworks as an office space
- Coordinated theatre incubation program

Industry Activities

TESSITURA NETWORK

Member Advisory Committee (August 2015-present)

- The Member Advisory Committee (MAC) is a group of Tessitura Network member representatives that work closely with the software development department and serve as a primary voice of the membership in the Roadmap process.

Tessitura Learning & Community Conference Planning Committee (December 2009-present)

- The Planning Committee develops the Peer-to-Peer Presentations, Panel Discussions, and Discussion sessions for the Conference; recruits presenters, panelists, moderators, and gurus from the Network community; and works in conjunction with those individuals to plan the sessions in detail.
- User co-chair for Education content since 2011.

MILWAUKEE ARTS PARTNERS

Steering Committee (June 2010-present)

- Collaborate with Milwaukee Arts Partners and other Tessitura consortium member staff to discuss functionality, plan training and upgrades, and determine policy
- Serve on sub-committees related to data integrity and maintenance
- Assist with on-boarding two new consortium member organizations
- Ex-officio attendee of MAP Executive Committee meetings

Education

DEPAUL UNIVERSITY, *Chicago, IL*

BFA Theatre Management Program

Coursework: Nonprofit Theatre Management (marketing/PR, ticketing & operations, institutional advancement, grant writing, board relations, financial/season planning); Commercial Theatre Management (unions & contracts, touring show management, commercial venue management); human resources management; various dramatic literature & theatre arts courses

- Minor in Catholic Studies
- Certificate in Leadership Development
- DePaul Leadership Scholar; Theatre Talent Scholarship; Theatre Studies Merit Scholarship

Related Technical Skills

- Tessitura Arts Enterprise Software (constituents, campaigns & appeals, ticket orders, ticketing & pricing setup, system tables, T-stats and reporting, web API, security administration)
- Working knowledge of HTML and CSS; basic knowledge of PHP
- Knowledge of PCI certification requirements
- Microsoft Exchange 2010 administration
- Spiceworks IT Management suite
- Web Content Management Systems: EPiServer, Wordpress, Drupal
- Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Basic knowledge of Microsoft Windows Server 2003 and 2008