

Alex Higgin-Houser

Resume, Skills and References

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(612) 723.0392

Education

Carleton College

BA in Biology (Neuroscience)
Magna Cum Laude

Extensive coursework and experience in professional presentations, research, data modeling, and statistics

Relevant Skills

Graphic design, marketing strategy creation and implementation, public speaking, strategic planning, team-building, grant-writing, peer leadership, effective project-based budgeting, event planning, photography

Software

Expert-level:

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Microsoft Office Suite (Excel, Word, Access, PowerPoint)
- Web programming (HTML, XML, CSS)
- Content Management Platforms (Wordpress, Joomla)
- Patron/contact management (Constant Contact, Tessitura)

Proficient in both Mac and Windows environments.

Languages

English (native speaker)
German (fluent)

Professional Experience

Chicago Shakespeare Theater

Manager, Call Center Marketing and Fundraising *Aug 2012-Present*

- Responsible for management of the CST's call center, including departmental goal-setting, recruiting, and day-to-day operations
- Under my leadership, the marketing team exceeded 2012-2013 sales goal of \$600k by over \$50k, on-track to exceed goal of \$800k
- Fundraising team exceeded last season's goal of \$175k in donations by \$40k, currently on track to exceed \$200k goal.
- Created departmental marketing language for describing productions of CST's 2012-2013 and 2013-2014 seasons
- Currently sharing responsibility for payroll, including sales and donation tracking, hourly tracking, and departmental statistics
- Routinely responsible for sensitive patron information

Fundraiser

Mar 2012-Present

- Consistently demonstrated the ability to connect with donors at all giving levels, ranging from \$25 to \$5k+
- Currently the top-grossing fundraiser in call center history
- Personally raised over \$100k in individual donations

Underscore Theatre Company

Artistic Director

June 2010-Present

- Led company through successful incorporation and approval as a 501(c)(3) not-for-profit arts organization
- Responsible for leading the organization artistically, overseeing season selection, locating and hiring designers, and casting
- Successfully applied for and received several grants, including the Edelman Community Foundation grant (2012) and the Donnelly Foundation grant (2014)
- Secured production sponsorship for all major productions, most recently from Revolution Brewing
- Created all advertising material, including production imagery, posters, postcards and social media copy
- Overseeing organizational expansion through a developing relationship with the Arts and Business Council
- Currently curating the Chicago Musical Theatre Festival

References

Laura Stratford

Executive Director
Underscore Theatre Co
(617) 777.0364
laura@underscoretheatre.org

Gregory Hughes

Co-Manager, Call Center
Chicago Shakespeare Theater/
Artistic Director
Lakeview Orchestra
(630) 890.0418
gregory.hughes@
lakevieworchestra.org

Ruth Weiner

Theatre Professor (Emeritus)
Carleton College
(651) 329.8073
rweiner@carleton.edu

Aaron Stephenson

Sound Apprentice
Steppenwolf Theatre Co/
Literary Manager
Underscore Theatre Co
(402) 730.2874
astephenon@steppenwolf.org

Relevant links

Chicago Musical Theatre Fest.

Curator, director
www.cmtf.org

Underscore Theatre Co.

Artistic Director
Board President
www.underscoretheatre.org

BALD Writers Collective

Member, Web Designer
www.baldwriters.org

Professional Experience (ctd.)

Sideshow Theatre Company

Marketing Assistant

Sept 2011-Jan 2013

- Created all show imagery, including Sideshow's productions of *Idomeneus*, *The Gacy Play*, *Strangerland*, and *CLLAW*
- Propagated show imagery by creating postcards, posters, web and social media images, ad copy and web banner ads
- Redesigned and implemented new E-Blast strategy, resulting in higher click-through rates and more consistent messaging
- Routinely worked with outside printers, vendors and sponsors to prepare for company events, including fundraisers, productions, the 2012 Gala and all staff appreciation events

University of Chicago (Career Services)

Manager, Marketing and Events

May 2011-Mar 2012

- Planned and executed all event-planning for Career Services
- Designed and implemented all promotional assets, including program imagery and design collateral (flyers, folders, pens, etc.)
- Maintained all departmental web presence, including web design, maintenance and social media

Lookingglass Theater Company

Audience Services Associate

Sept 2010-Jan 2012

- Responsible for box office and front-of-house duties, including ticket sales, patron relations
- Performed house management duties, including training ushers, distributing programs, and tracking audience diversity
- Tracked and processed subscription maintenance, including orders, exchanges and seating

Virtual Radiologic Corporation

Data Analysis Intern

June 2008-August 2009

- Created novel platform to predict physician licensure rates, leading to new company policy for physician evaluation
- Performed statistical analysis on various aspects of corporate data, including licensure, physician efficiency, medical accuracy
- Processed and evaluated radiologists' applications for licensure in all 50 states, as part of physician on-boarding process
- Routinely responsible for sensitive patient and employee data