

GENEVIÉVE CARREÑO

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EDUCATION

BALDWIN WALLACE UNIVERSITY, Berea, OH

Bachelor of Arts, expected May 2024

Major: Music & Theatre Management **Minor:** Applied Music (voice)

Honors: President's Scholarship, Dean's List, Dayton C. Miller Honor Society

INTERNSHIPS

BALDWIN WALLACE UNIVERSITY DEPARTMENT OF THEATRE & DANCE, Berea, OH

Student Producer – BFA Acting Senior Showcase (Internship), January 2023-May 2023, Present

- Plan, coordinate, and execute a live showcase performance on BW's campus, including theatre lobby decorations, photo opportunities, and a catered reception
- Gather headshots, biographies, and other information from up to 12 student actors to be stored in a Google Drive database and published on the showcase website, social media, and in a printed program
- Compose eblasts to industry professionals via MailChimp to advertise the website and showcase launches
- Train an assistant producer and document the showcase production process to pass on to successive interns in this position; collect and incorporate feedback from students and faculty

LATINUS THEATER COMPANY, Cleveland, OH

Social Media & Marketing Specialist (Internship), May 2023-August 2023

- Maintained, updated, and developed the LatinUs website in preparation for the 2023-24 season
- Analyzed existing marketing strategies and implemented new tactics to ensure continuous innovation and evolution of social media channels and content
- Created interactive content for the website, social media, and community to attract audiences to the theater
- Attended rehearsals to take pictures and videos for social media and website content; supported scene performance at the 2023 Borderlight Fringe Festival

GALA HISPANIC THEATRE, Washington D.C.

Intern to the Departments of Education & Special Events (Remote), December 2022-May 2023

- Researched publicity policies in local libraries and schools to increase the theatre's exposure and advertising
- Composed a digital study guide for GALA's youth production *Príncipe y Príncipe* to be distributed to a wide range of audience members, including children, families, and teachers
- Updated documents and databases with school contacts, calendars, and partnership guidelines
- Gained mastery of the fundraising platform Auctria to train volunteers on the check-in and check-out processes; organized and entered auction items; researched potential donors and items

KMENTERTAINMENT, New York City, NY

Operations Manager and Administrative Assistant (Remote Internship), August 2022-December 2022

- Updated company website with new clients, bookings, and images; created and integrated original Wix website pages into the public site while maintaining the KME and artist brands
- Organized and finalized KME's booking and contract database; uploaded and shared availability calendars
- Provided administrative support in preparation for KME's showcase at the 2023 APAP Conference

WORK EXPERIENCE

NEW STUDENT ORIENTATION, Baldwin Wallace University, Berea, OH

Summer Orientation Leader, March 2022-August 2022, March 2023-August 2023

- Facilitated conversations and games in groups of 20 students or less to acquaint them with campus
- Answered questions, gave directions, and provided a welcoming and positive environment for first-year students and their guests

Transition Crew, March 2022-August 2022

- Aided incoming BW students in the transition from high school to college life through individual engagement
- Wrote scripts, planned, and filmed informational videos; recorded voiceovers; called students; wrote postcards

Week of Welcome (WOW) Orientation Leader, April 2021-August 2021

- Facilitated conversations and games in groups of 20 students or less to acquaint them with campus
- Assisted with move-in, social and engagement events, and informational sessions
- Collaborated with another Orientation Leader to design digital and print flyers for WOW social events

BALDWIN WALLACE UNIVERSITY ONESTOP AND ACADEMIC ADVISING, Berea, OH

Student Assistant, February 2023-Present

- Answer questions and communicate university policies thoroughly and professionally in-person and over the phone
- Maintain confidential student records; scan and deliver documents and messages to other departments
- Complete transfer equivalency research, commencement preparation, and program/advisor changes

BALDWIN WALLACE UNIVERSITY OFFICE OF ADMISSIONS, Berea, OH

Tour Guide and Front Desk Worker, March 2021-Present

- Lead 1.25-hour guided tours of the Baldwin Wallace University campus for up to 6 prospective families at a time
- Present facts, information, and anecdotes; facilitate conversations and answer questions
- Check in students and maintain the appearance and resources of the Welcome Center Lobby

DISNEY THEATRICAL GROUP, Playhouse Square, Cleveland, OH

Merchandise Sales Associate (FROZEN), August 2022-September 2022

- Processed and fulfilled orders for customers while upholding the friendly reputation of the Disney brand
- Aided customers in the selection of merchandise; restocked and organized sales displays

PLATYPUS PRODUCTIONS, Playhouse Square, Cleveland, OH

Merchandise Sales Associate (SIX The Musical Boleyn Tour), August 2023-September 2023

- Processed and fulfilled orders of up to 14 items for up to 5 customers at a time
- Aided customers in the selection of merchandise; restocked and organized sales displays

ELKHART CIVIC THEATRE, Bristol, IN

Assistant Director, Musical Theatre Fast Track Summer Camp, June 2021

- Collaborated with director and choreographer to produce *Ever After* as part of a 2-week summer camp
- Assisted in casting and coaching 30 young actors ages 8-18; facilitate questions and concerns from parents
- Created and taught blocking; ran rehearsals; led exercises in characterization and theatre etiquette

CAMPUS LEADERSHIP & INVOLVEMENT

MUSIC THEATRE PRODUCTION, Baldwin Wallace University, Berea, OH

Promotion & Publicity Team – Ordinary Days at Playhouse Square, Present

- Collaborate with two teammates under the supervision of a PHS mentor to establish publicity for the show
- Develop, present, and execute an original social media plan, post copy, press releases, eblasts, and playbill

Student Producer, January 2022-May 2022

- Promoted new student musical *Maestra*, including printed materials, digital campus displays, and social media
- Requested funds and managed budget and expenses; coordinated reimbursements

On-Campus Marketing Team, August 2021-December 2021

- Collaborated with two teammates to advertise the Music Theatre Department's production of *Into the Woods*
- Created a logo and graphics using Canva; distributed posters and yard signs; set up theatre lobby displays

SPANISH AND LATINE STUDENT ASSOCIATION (SALSA), Baldwin Wallace University, Berea, OH

President, April 2022-April 2023

- Represented SALSA at university functions, events, and in the Northeast Ohio community
- Created meeting agendas; planned and executed events and meetings with students of diverse backgrounds
- Served as a liaison between SALSA and Baldwin Wallace administration, student groups, and local non-profits

Vice President, April 2023-Present

- Represent SALSA at university functions, events, and in the Northeast Ohio community
- Draft and send email newsletters detailing upcoming events and meeting information to over 100 members
- Recruit new members and retain current members through individual engagement and follow-up

Secretary, February 2021-March 2021

- Recorded detailed minutes of all meetings and events to be shared with the Executive Board and members
- Communicated effectively with fellow Executive Board members to ensure completion of tasks
- Reserved locations around campus; set up for and cleaned up after special events

YELLOW JACKET ACTIVITY BOARD (YJAB), Baldwin Wallace University, Berea, OH

Co-Coordinator of Live at the Hive, April 2023-Present

- Research and inquire about diverse local entertainment acts to bring to campus
- Negotiate contracts and performance details with agents, community partners, and campus collaborators
- Greet artists upon arrival to campus; attend and support events; delegate projects/tasks to general members

Co-Coordinator of Marketing, April 2022-May 2022

- Created two campaigns of digital and printed marketing materials per month for a variety of social events
- Corresponded with three YJAB sectors to relay logistical details, surveys, and registration links to participants
- Facilitated and answered online questions through email, text, and in-person communications

ROTARACT, Baldwin Wallace University, Berea, OH

President, April 2023-Present

- Create meeting agendas; plan and execute events and meetings with students across campus
- Collaborate with student leaders and local non-profit partners on service and volunteer opportunities
- Represent Rotaract at university functions, events, local Rotary meetings, and in the Northeast Ohio community

Member, August 2022-Present

- Volunteer upwards of 10 hours in the Northeast Ohio region over the course of a 16-week semester
- Sold 50/50 raffle tickets at Cleveland Browns games; organized donations at Laura's Home Women's Crisis Center; collected tickets and sold concessions at LatinUS Theatre
- Attend meetings and events; complete on- and off-campus service projects and fundraising activities

ARTS MANAGEMENT ASSOCIATION, Baldwin Wallace University, Berea, OH

Member, August 2020-Present

- Attend regular meetings and volunteer at events to increase awareness and funding for the organization
- Represented the BW Arts Management program on the 2022 Annual Networking Trip to New York City
- Solicit donations from local businesses; follow up in person and via email

MU PHI EPSILON, Baldwin Wallace University Conservatory of Music, Berea, OH

Member, December 2021-Present

- Attend meetings, events, and performances in support of fellow members
- Perform a minimum of 5 service hours per semester in the Baldwin Wallace and Northeast Ohio communities

SKILLS

MS Office, Google Workspace, MailChimp, Auctria, Adobe Creative Cloud, Canva Pro, Wix, Squarespace, HTML, CSS, conversational Spanish, presentational speaking, written communications, group facilitation, attention to detail, organization, positive attitude, time management, ability to work independently and as part of a team