



JUSTIN VIERELA

CONTACT



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ABOUT ME

Fundraising ●●●●●

Friendraising ●●●●●

Humor ●●●●○

Punctuality ●●●●●

Passion ●●●●●

Creativity ●●●●●

Desire to only think within "the box" ●●○○○

Focused ●●●●●

Team Sports ○○○○○

Marketing ●●●●○

Social Media ●●●●○

Mico-Campaign Creation ●●●●○

Active in my Community ●●●●○

Respectful ●●●●●

Trustworthy ●●●●●

Ready to Learn ●●●●●

EXPERIENCE

MOONLIGHT CULTURAL FOUNDATION

2017 - CURRENT

Director of Development

- Fundraises for Moonlight Stage Productions and Moonlight Youth Theatre programs that are in line with Moonlight's mission and strategic plan
- Develops, creates and maintains partnerships that lead to financial and in-kind donations
- Plans and executes annual fundraising gala as well as other cultivation events
- Develops and executes new strategies to increase ticket sales in collaboration with the Moonlight Youth Theatre Committee for Moonlight Youth Theatre productions
- Identifies main client groups and audiences and determine the best way to communicate public information to them, as well as develop and implement a communication plan to support fundraising programs

SOUTHERN UTAH UNIVERSITY

2017 - CURRENT

Adjunct Professor for Arts Administration

- Develop and manage online masters courses in Arts Administration
- Built online fund development course and art advocacy course using Canvas
- Establish course objectives, learning outcomes, syllabus and assignments
- Provide guidance and mentoring for Arts Administration graduate students
- Evaluate students understanding of subject material and document their academic progress

UTAH SHAKESPEARE FESTIVAL

2015 - 2017

Sponsorships and Special Events Coordinator

- Worked closely with fundraising team to coordinate, identify, and solicit potential, current, and lapsed sponsorship prospects from \$5,000 - \$150,000
- Coordinated and carry out corporate and foundation sponsorship campaigns
- Created a moves-management campaign to encourage current donors, and prospective donors to give to various initiatives
- Responsible for oversight and execution of Festival fundraising galas in Salt Lake City, Las Vegas, and on-site in Cedar City, recurring and one-time special events, receptions, etc. with each event surpassing budgeted net revenue
- Compiled and submitted information for grant applications for foundations, corporations, government agencies and major entities including the Shubert Foundation and the National Endowment for the Arts

NEW VILLAGE ARTS

2013 - 2015

Director of Connectivity

- Coordinated and supervised supplemental programming/activities within the theatre, including: play readings, lunchtime and late night events, workshops, artistic development, trainings, etc.
- Created micro-fundraisers to expand the number of individual donors contributing to the organization
- Collaborated with community partners including Rancho Coastal Humane Society, The Carlsbad Chamber of Commerce, and The City of Carlsbad
- Planned annual fundraising gala, and fundraising events
- Maintained donor relationships, including visits, appeals, and correspondence

Community Relations Director

- Implemented a sponsorship program targeting local businesses and patrons
- Assisted in connecting with target patron groups to re-engage with NVA
- Managed New Village Arts' social media accounts
- Assisted Executive Artistic Director and Managing Director with projects
- Designed direct mail campaigns and other supplemental marketing material
- Developed internship program, and managed intern over Summer

UTAH SHAKESPEARE FESTIVAL GRADUATE ASSISTANT 2012 - 2013

Artistic Coordinator

- Designed a multi-faceted casting software used for casting purposes including talent tracking, headshot and resume storage and audition appointments
- Created and maintained production planning website for designers, directors, and all artistic staff
- Assisted in the development of a young professional membership program called '1564 @ Utah Shakes'
- Served as liaison between Artistic Directors, senior staff, and design staff

UTAH SHAKESPEARE FESTIVAL GRADUATE ASSISTANT 2011 - 2012

Assistant Production Manager

- Assisted in planning for upcoming season, duties included: building and updating production calendar for nine productions running in repertory, updating and maintaining the Production Department budget, and managing and tracking department purchasing
- Coordinated event logistics for various functions occurring throughout the year on Festival grounds
- Developed and applied a four-month multi-state recruiting plan to fill over 200 technical theatre positions

EDUCATION

SOUTHERN UTAH UNIVERSITY

AUGUST 2013

Master of Fine Arts, Arts Administration

- Principles of Arts Administration
- Arts Advocacy and Cultural Policy
- Managing the Finances of Arts Organizations
- Fund Development for Arts Administrators
- Leadership Development in Arts
- Visual & Performing Arts Studies
- Accounting for Arts Administrators
- Legal Issues in the Arts
- Grant Writing
- Fundraising Event Planning
- Board Relations & Planning
- Marketing in the Arts

CONCORDIA, UNIVERSITY IRVINE

MAY 2011

Bachelor of Arts, Theatre: Acting and Directing

VOLUNTEER EXPERIENCE

CEDAR CITY ARTS COUNCIL

Vice President

2017 UTAH SUMMER GAMES

Events Coordinator

OTHER SKILLS

On-Time	Musical Theatre	Microsoft Suite
Organized	Classical Theatre	Adobe Creative Suite
Great Teammate	Commedia del Arte	CRM Systems
Confident	Knowledge of TYA	Theatre Manager
Focused	Human Resources Laws	BlackBaud
Goal-Driven	Censorship Laws	Internet Savvy
Customer Service	Legal Issues in the Arts	Mac Platform
Dependable	Public Speaking	Windows Platform
Event Planner	International Arts Management	Unashamed Googler