

# LEAH M FRANTZ

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[Portfolio Link](#)

## EDUCATION

### New York University

*Bachelor of Arts in Performance Studies*, GPA: 3.73

New York, NY  
August 2021- May 2025

- Minors in Psychology and Business of Entertainment Media and Technology.
- Relevant coursework includes Producing Off-Broadway, Entertainment Law, Arts Marketing, and Performance Theory.
- Studied at NYU Madrid in the Summer of 2023.
- Excelled in data analytics during [Situation Interactive's](#) internship on live experience marketing.

## EXPERIENCE

### [The Theater Center Off-Broadway](#)

*Marketing Assistant*

New York, NY  
May 2024 - Current

- Develop and execute social media strategy.
- Create and curate content; monitor and engage with customers.
- Assist in marketing activities: content creation, SEO, ad optimization, and tracking.
- Skills: Experience in marketing, advertising, brand management, analytics, or sales, Social Channel Management, Public Relations, Organization, Clear communication, Knowledge of graphic design software, Proofreading/Writing copy

*Intern*

February 2024 – May 2024

- Redesigned websites for SEO and mobile optimization, Implemented SEO tactics
- Ensured digital accessibility with alt text and captions.
- Managed online ads on Spotify and Google.
- Used Wix, Constant Contact, Dropbox, Monday.com, and Notion for design, email, file management, and research.

### [Tisch New Theatre](#)

*Producer*

New York, NY  
June 2023 – May 2025

- Lead Produced ["No Guts, No Glory"](#), at [The Garage](#) and ["Alice by Heart"](#) Off-Broadway at [Theater for a New City](#)
- Assisted in the 29-hour project of [this old haunt](#)
- Skills: Finance, Collaboration, Creativity, Administration-based skills, Industry and Customer Relations, Time Management, Crisis Management and Problem Solving

*General Manager*

August 2022 – June 2023

- Executed [Cabaret at The West End Theatre](#) and ["Spring Awakening in Concert" at The Cutting Room](#)
- Skills: Contracts, Organization, Strategic Thinking, Project Management, Flexibility, Leadership, Detail-Oriented, Human Resources

### New York University

*Residential Assistant*

New York, NY  
August 2023 – May 2025

- Built skills in the following areas: administration, assessment and technology, community development, conflict management, creating a sense of belonging, equity diversity and inclusion, and [more](#)

### [Shakespeare Theatre of New Jersey](#)

*Marketing Intern*

Madison, NJ  
May 2022 – August 2022

- Designed promotional materials, including posters, emails, and lobby slides.
- Assisted in creating mainstage programs and a new website.
- Utilized print advertising, fostering local business connections.
- Produced commercials for educational programs and engaging Instagram content.
- Managed closed captions for accessibility during mainstage shows.

### [Surflight Theatre](#)

*Apprentice*

Beach Haven, NJ  
June 2020 – August 2020

- Adapted to COVID-19 challenges in professional theater.
- Operated spotlight for mainstage and children's shows.
- Managed props, scenic painting, and costumes outdoors.

## SKILLS

**Software:** Google Suite, Google Ads, Google Analytics, Microsoft Suite, Canva, Asana, Monday.com, Capcut, Eventbrite, Constant Contact, Wix, Squarespace

**Language:** Beginner French and Spanish

## ACTIVITIES

NYU's Give Where You Live Program

2023-2024

NYU's RADical Health Mentorship Program

2022

Climate conservation with Coasts CR

March 2023

Volunteer at Morristown's Interfaith Food Pantry and Homeless Solutions

2017-2019