Vanessa Strahan

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Experience

Pink Monkey Studio, Roaring Fork Valley, CO *August 2025-Present*

Account Manager & Senior Producer

- Develop design proposals & create budgets, logistics, and production plans for custom event fabrication. Event scopes range from single day installations to multi-week festivals, with budgets up to $1M.
- Lead on-site production for events in Aspen-Snowmass: directing build & production teams, coordinating venue & subcontractor integration, and leading real time problem solving to ensure client & guest satisfaction.
- Cultivate clients for corporate and private events, focusing on relationship growth and client retention.
- Oversee company admin systems (CRM & Google Workspace), assist in Quickbooks management.

VStudio LLC, Aspen, CO *August 2025-Present*

Founder, Adaptive Arts Specialist

- Develop and teach adaptive theatre & music programming for K-12 students with cognitive & developmental disabilities in Aspen School District.
- Create inclusive arts experiences in performance, classroom, and casual settings for audiences of varying abilities, specializing in fully designed environments and multi-sensory engagement.

ArtistYear, Roaring Fork Valley, CO *August 2025 - June 2026*

Roaring Fork Valley Program Coordinator

- Developed, placed, and supported RFV Resident Teaching Artist Cohort, guiding their year of service as they work to expand arts access in schools and forge their skills as first-time in school teachers.
- Ensured compliance with AmeriCorp program standards for timekeeping, accounting, partner school policy observance, and other program requirements to ensure sustenance of federal and state funding.

Theatre Aspen, Aspen, CO *Sept 2021 - Aug 2025*

Director of Education

- Directed the development, implementation, and evaluation of a comprehensive range of theatre education initiatives for youth K-12, including outreach programs for under-resourced schools. Cultivated relationships with school and community partners to ensure reach and impact of offerings.
- Developed departmental growth strategy. Expanded the vision, scope, and impact of theatre education within Theatre Aspen and Roaring Fork Valley schools resulting in:
    - 70% increase in overall youth engagement / 55% expansion in the scope and number of annual programs / 59% increase in department revenue from $220k to $350k.
    - Individually increased donor contributions to program by $25k.
- Instrumental in securing the initial award ($100k) and renewal of multi year contracts for the Aspen School District to run District theatre education. Subsequently secured partnerships within Garfield 16 ($25k) and Roaring Fork School Districts to provide and manage theatre enrichment programs.
- Partnering with the development team, secured initial grants and subsequent renewals; identified and cultivated relationships with current and prospective donors.
- Developed and managed department's annual operating budget of $250k. 2022-25 delivered net profit.
- Produced 50+ annual programs serving over 600 youth participants, creating high-quality and developmentally appropriate instruction and ensuring safety and best practice compliance.
- Led production management of 20+ theatrical shows, integrating technical direction, artistry, and logistics to raise quality of audience, performer, and designer experience.

- Developed Marketing and PR strategy, including creation of physical and digital assets, securing professional grade photography and videography, development of posters, social media, and customized email campaigns. Successful execution resulted in numerous articles and press coverage, increased ticket sales, and greater youth participation.
- Led full-time Education staff, hired and managed 40+ teaching artists & designers, and developed and trained 10 summer teaching staff annually.
- Chaired quarterly meetings of Board of Directors Education Committee, presented to the full Board of Directors 3x/annually on department strategy and results.
- Taught K-12 classes and camps, including the direction and choreography of 15+ theatrical productions.

Mudlark Theater, Evanston, IL *May 2018 - Dec 2021*
Education Director *July 2020 - Dec 2021*

- Led strategy, development, and execution of all education programming.
- Recruited and trained a team of 20+ teaching artists, providing regular feedback, professional development, and observation cycles to support artistic and instructional excellence.
- Developed and managed departmental budget of $225k
- Served on Strategic Planning Committee to guide organizational growth and financial planning.
- Partnered with development team on grant writing and reporting to grow educational initiatives.
- Designed and implemented targeted marketing materials and campaign strategies to boost enrollment and community visibility.
- Oversaw transition to new payroll/contracting system and new CRM for program registration and donor management.
- Led move to virtual programs during COVID-19 & safe return to in-person classes and productions

Education Manager *May 2018 - June 2020*

- Developed, promoted, and executed all in-house education programming and facilitated a 44% increase in programming budget and a 40% increase in program offerings.
- Directed, choreographed, and wrote youth productions and led classes for K-12 artists, developing age-appropriate content that encouraged artistic expression and ensemble-based collaboration.

Seesaw Theatre, Evanston, IL *June 2016 – June 2018*
Outreach Director

- Led organizational outreach efforts, achieving a 600% increase in school and community partnerships for workshops, residencies, & off site performances of multi-sensory theatrical experiences designed for people with developmental, neurological, and physical disabilities

Northlight Theatre / Seesaw Theatre / Actor's Gymnasium, Chicago, IL *2015 - 2021*
Director, Choreographer, & Teaching Artist

- Designed and taught arts curriculum for K–12 students in both general and special education classrooms across a variety of school and community partnerships.

Education

Northwestern University, June 2018 / B.S. in Theatre / Musical Theatre Certificate / Political Science Minor / Cumulative GPA 3.91 / Dean's List / Magna Cum Laude

Skills

Proficiency in Microsoft Office Suite, Google Workspace, Canva, MailChimp, ChatGPT, Claude
Creative Problem Solving, Critical Thinking & Strategic Analysis
Event Planning & Technical Production
Creative Design, Copywriting, & Editing