

BOSTIN CHRISTOPHER

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PROFILE

A well-rounded and diversified background with experience in both the corporate and non-profit environments. Excellent problem-solving abilities. Dynamic team player with well-developed written and verbal communication abilities. Highly skilled in client and vendor relations and negotiations; talented at building and maintaining "win-win" partnerships. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

Core Competencies

Artistic Vision
New Play Development
Directing
Acting
Producing
Marketing
Publicity
Contract Negotiations

RELEVANT WORK EXPERIENCE

PERSEVERANCE THEATRE, JUNEAU & ANCHORAGE, ALASKA

ARTISTIC ASSOCIATE-LITERARY / COMMUNICATIONS & MARKETING 2011-PRESENT

Responsible for artistic assignments in literary (including management of the new play pipeline), dramaturgy, acting, and directing, as well as all aspects of marketing and public relations for largest producer of theatre in Alaska.

Artistic: Advise and assist artistic director as needed on long-term artistic planning, vision, season selection and artistic personnel selection. Direct/Act in the mainstage season. **Literary management (inclusive of the new play pipeline):** Develop and maintain relationships with authors, adapters, agents, publishers, literary managers of other theaters and other members of the theatrical and literary community; Initiate procurement of all literary licensing for PT; Lead/ Assist in negotiating author agreements and adapter contracts; Manage archives of all PT scripts; Develop and maintain rights database; **Dramaturgy,** as needed for the theatre, artists, etc; Manage/Initiate special projects, as needed or assigned; Develop/monitor the artistic development budget; **Contracting:** Artistic contracting (negotiation (as needed), drafting, filing, etc.) actors, directors, production artisans and seasonal contractors; Drafting of commission agreements; Rights acquisition for plays; Manage/facilitate the season planning committee, in conjunction with the AD.

Administrative: Design and execute statewide marketing plan, including managing budgets, for two-city producing model. Design and place advertising for all forms of media. Creative director for all forms of collateral materials: brochures, flyers, posters, programs, ticket packets. Supervised, solicited and coordinated program ad sales, business sponsorships, corporate in-kind donations, group sales, annual travel raffle. Manage box office and patron services, including oversight of house manager and team of volunteer ushers.

Key Achievements:

- Directed three shows (including world premiere) and acted in four shows on the PT mainstage in three seasons.
- Produced the first ever Summerfest, a 400K budget festival of fully staged new work as well as workshops residencies by national artists.
- Managed/Led successful negotiations and contracting of playwrights, designers, directors, and other key artistic personnel for mainstage and/or new work productions.
- Managed successful marketing plan for expansion into a two-city producing model with a first year attendance in the new city of 72% and exceeding financial goals by more than 20%.
- Led marketing effort in Juneau to highest subscriptions number in twenty years.

THEATRE ARTIST (DIRECTOR, ACTOR), FREELANCE

1991-PRESENT

A theatrical career spanning over 20 years.

Act in theatre Off-Broadway and regionally, in feature films and television. Direct plays which includes supervision of department heads and bridging the key productions elements into a cohesive whole. Produce events entailing overall management of all aspects of production including marketing and financials. Special emphasis on the development and production of new works for the theatre. Have been a featured artist/instructor/panelist at various theatres and festivals including the Great Plains Theatre Conference in Omaha, NE and the Last Frontier Theatre Conference in Valdez, AK.

Key Achievements:

- Established a strong network of playwrights, directors, and designers and other artisans at all levels of the theatre profession.
- Successfully produced a variety of productions from one-off events to large festivals.
- Originated acting roles in two Off-Broadway world premieres and five feature films.
- Worked on over 100 new play readings as a director/actor.

LEAD PRESENTATIONS SPECIALIST, UBS INVESTMENT BANK, LA & NYC — 1999-2008

Acted as liaison between presentations specialists and investment bankers in the implementation, design, production and troubleshooting of collateral materials, including advanced Word documents and PowerPoint presentations.

MARKETING DIRECTOR, ANCHORAGE CONCERT ASSOCIATION, ANCHORAGE, AK — 1996-1999

Directed all aspects of marketing and public relations for largest presenter of performing arts in Alaska.

Responsible for raising \$2 million annually through tickets sales and season subscriptions. Created and maintained budgets. Designed and placed advertising for all forms of media. Produced and directed television and radio commercials. Initiated and managed production of print advertising. Negotiated contracts and established continuing relationships with advertising executives. Wrote copy for TV, radio, brochures and direct mail flyers. Creative director for all forms of collateral materials: brochures, flyers, posters, programs, ticket packets. Supervised box office personnel.

Key Achievements:

- Instituted a choose-your-own series called Pick-A-Pack which brought in an additional 510 households and over \$126,000, an increase of 37% over previous year fall campaign effort. This campaign design is still in use by the organization as of 2014.
- Single ticket campaign exceeded goals by 22%, raising more than 1.2 million.

EDUCATION

University of North Carolina, Chapel Hill — M.F.A., Dramatic Arts
University of Alaska, Anchorage — B.A., Theatre