

Taylor Norton

www.taylor-norton.com | 651.249.3238 | tay.norton@gmail.com

Education | Bachelor of Fine Arts in Directing with High Honors, *University of Michigan* (Ann Arbor, MI).

Artistic, Producing and Management Experience

Festival Line Producer, *ANT Fest 2019 – Ars Nova* (New York, NY) | March – June, 2019

- Served as the primary hub of participant communication for Ars Nova's annual "All New Talent" Festival.
- Liaised with Ars Nova staff to disseminate and coordinate all relevant information leading up to the month-long event.
- Supervised on-site festival operations for 22 theatre performances in June, 2019.
- Participated in weekly coverage meetings with senior Ars Nova artistic staff.

Producing Consultant, *On This Side of the World* (Access Theater, NY) | February – May 2019

- Developed a strategic fundraising, marketing, and community outreach plan for implementation by the independent producing team behind *On This Side of The World*, a song-cycle documenting the Filipino immigrant experience in America.
- Designed and maintained the production website.

Artistic Director, *Access Theater* (New York, NY) | February 2018 – February 2019

- Guided the 26-year-old company in a recommitment to its mission: to foster emerging artists by creating a collaborative and inclusive home for their adventurous work.
 - Expanded the Resident Artist program to support more artists than ever before (7 companies and 10 individuals in the 2018-2019 season).
 - Enhanced the Access Theater Internship Program by fundraising to provide monthly travel stipends for all participants.
 - Developed the Access Ambassador Program to strengthen community ties by offering subsidized rehearsal space in exchange for volunteer hours in the space.
- Coordinated all artistic programming running in two venues, totaling 120 seats, and hosting 30,500 audience members yearly.
- Managed annual operating budget of 150K.

Casting Consultant, *Snowday LLC* (New York, NY) | Sept. 2016

- Coordinated and conducted auditions and casting for an Association of American Universities online advertisement released Spring 2018.

Special Projects Assistant, *The Regulatory Fundamentals Group LLC* (New York, NY) | May 2017 – Current

- Operate as executive assistant for boutique law firm in New York City, carrying out all duties normally associated with that position, including scheduling, correspondence, and office management.
- Lead coordinator and manager two international conferences annually, operating budgets \$10-40K.

Voiceover Director, *Snowday LLC* (New York, NY) | Nov. 2016

- Directed voiceover talent for Google online advertisement: [Gboard: now available for Android](#) (4-million+ views).

Outreach Consultant, *Ars Nova* (New York, NY) | Sept. 2016 – Mar. 2017

- Worked in tandem with *Ars Nova* Artistic Staff and *Liars & Believers* Producing Staff to liaise with New York industry members who may be interested in further involvement with *Liars & Believers* following their March run at *Ars Nova*.

Taylor Norton

www.taylor-norton.com | 651.249.3238 | tay.norton@gmail.com

Executive Producer, *CRY EDEN* (New York, NY) | March – Nov. 2016

- Attended and support developmental readings and productions of *CRY EDEN* (with music by 2016 Drama Desk Nominee, Tommy Crawford).
- Secured financial and in-kind sponsors (\$22,000 operating budget) to fund Workshop Production in November 2016 at Access Theater.
- Served as production manager, marketing director/social media manager, general manager.

Literary Department Intern, *The New Group* (New York, NY) | Jan. – March 2016

- Reviewed and assessed incoming scripts weekly and wrote coverage provided to senior staff.
- Attended weekly all-staff meetings and took minutes.
- Piloted a new script-submission database for the literary office.

Artistic Department Intern, *Ars Nova* (New York, NY) | Sept. 2015 – Jan. 2016

- Reviewed and assessed incoming scripts weekly and prepared reports provided to senior staff.
- Provided executive assistant support; scheduling multi-department meetings, phone coverage, drafting email correspondence, drafting newsletter copy.

Artistic Department Intern, *Manhattan Theatre Club* (New York, NY) | Aug. 2014 – May 2015

- Provided research and production support for annual Fall Benefit and Spring Gala.
- Reviewed and assessed incoming scripts weekly and prepared reports on behalf of senior staff.
- Provided executive assistant support; scheduling multi-department meetings, phone coverage, celebrity relations

Producer and Director, *Sea Legs: A Nautical New Musical* (New York, NY) | Mar. – Sept. 2014

- Raised over \$26,000 through crowd funding as member of producing team for \$40,000 Off-Broadway production budget.
- Managed social media presence for production.
- Participated in *The Araca Project* producing boot camp and made connections with New York producers, learned production coordination and management skills (individual workshops in fundraising, ticketing, budgeting, audience development, marketing).

Founding Executive Producer, *Accolades for Achievement in the Arts Awards* (Ann Arbor, MI) | Aug. 2014 – May 2015

- Developed marketing strategy and branding on behalf of parent organization.
- Secured financial and in-kind sponsors (\$10,000 operating budget).
- Served as production manager, marketing director/social media manager, talent coordinator, and volunteer coordinator.