

Eric Matthew Stucky

New York, NY | ericmatthewstucky@gmail.com | ericstucky.com

Work Experience

Marketing Administrative Associate | Nude Barre

Mar. 2020-Nov. 2022

- In charge of engagement across all social channels including Instagram, Facebook, Twitter, Pinterest, and TikTok; replies to comments on posts and direct messages from some of over 50k followers
- Creates social media content using Canva, InShot, and Adobe Suite to create Reels, Gifs, and print media. Schedules posts using Later app.
- Produces deliverables for programs across all departments including Customer Service, Operations, and Marketing
- Assists in casting models for photo, video shoots and location scouting
- Monitors daily sales and marketing budget with social media influencers
- Conducts demographic surveys for the marketing department to build future campaigns
- Builds briefing packages, agendas, meeting minutes, and follow-up plans
- Collects End Of Month Reporting across all channels to current Board Members and Investors

Dance Instructor | Bold Arts

Sept. 2021-Present

- BOLD stands for Brave Open-minded Learning through Dance and arts; teaches BOLD pop (a mixture of hip-hop and jazz) to 3-12 year olds

Front of House Staff | The Joyce Theater

Mar. 2017-Present

- Sells merchandise to guests, and works as a bartender selling food and drinks before the show, during intermission, and post-show receptions

Digital Marketing Manager and Company Dancer | Jennifer Muller/The Works

May 2020-Jan. 2022

- Oversees the company's Instagram account of over 3k followers
- Creates digital and print marketing assets to advertise classes, performances and workshops using Canva
- Rehearses and performs a wide range of repertoire from Artistic Director Jennifer Muller, including virtual adaptations and live performances across the country and NYC venues. ; Teaches the company's technique 'Muller Polarity';

Education

Marymount Manhattan College | New York, NY

May 2020

BA in Dance, with a concentration in Teaching Arts

Minor in Arts Management / Marketing

- Relevant Courses: Marketing, Business in Society, History and Mission of Arts Institutions, Fundraising and Marketing for the Arts, The Business of Broadway, Production Management, Producing Performance

Additional Skills

G-Suite, Google Analytics, Analytical Data, Microsoft Office, Excel, Canva, Slack, InShot, Social Media Management, Later app, Instagram, Twitter, Facebook, Tik Tok, Pinterest, LinkedIn, BeReal, Note Taker, Adobe Creative Suite, Detail Oriented