

# CAROLINE TATTERSFIELD

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## PROFILE

Emmy-nominated producer and social media manager with a track record of driving audience growth and engagement for major entertainment brands. Experienced in creating high-performing, story-driven content across platforms, with a focus on live events, talent collaborations, and fan engagement.

## EDUCATION

**Bucknell University**, Lewisburg, PA

**Bachelor of Arts**, Theatre & Sociology with an Arts Entrepreneurship Minor – Summa Cum Laude

## PROFESSIONAL EXPERIENCE

**Signature Theatre**, *Creative and Social Media Manager*, Arlington, VA

**November 2022-Present**

- Films and edits content across Instagram (48K), Facebook (45K), Tik Tok (16K), and X (10k)
- Monitors performance metrics to optimize content strategy and drive growth
  - Increased Instagram followers by 20K (66%) and engagement by 250% in the last year
- Hosts the digital series *Ladies Who Lunch*, *Now You Know*, and interviews with high level talent (Jonathan Groff, Ben Platt, etc.)
- Partners with influencers (Audrey Trullinger, Blind 8, Cara Rose DiPietro, etc.) for content collaborations and live events
- Serves as Assistant Producer for *The Signature Show*, music videos, trailers, and additional promotional content

**Caroline Tattersfield Content Creation & Freelance**

**June 2022-Present**

- Shares content on personal Tik Tok (58K) and Instagram (6.6K) accounts
- Serves as a freelance Social Media Manager and brand developer for emerging brands (Playper Toys, Spells of The Sea, Casetify)
- Creates sponsored content for multi-platform marketing campaigns (Hulu, Shinola, JW Pei, etc.)

**Playper Toys**, *Digital Content & Marketing Manager*, New York, NY

**January 2023-June 2025**

- Developed the brand's visual identity, successfully leading a re-brand and launch in Barnes & Noble
- Expanded brand awareness through collaborations with other startups like Happy Grub, Whoa Dough, and Kiki Milk
- Launched the brand's website and social media accounts on Instagram, Tik Tok, Facebook, and YouTube

**The Tony Awards & The American Theatre Wing**, *Social Media Manager*, New York, NY

**August 2022-October 2023**

- Designed and edited content for the @tonyawards, @thewing, and @obieawards social media accounts
- Increased followers by 30k in the first four months (110% higher growth than the 3 months prior) and increased engagement by 330% in the first 3 months
- Received an Emmy-nomination for Production Assistant role in the documentary series *Working In The Theatre*
- Partnered with influencers (Dylan Mulvaney, Eli Rallo) and external brands (Baccarat, Capital One, Meta) to execute sponsored content and integrated marketing initiatives
- Provided real time social coverage for live events (The Tony Awards, The Obie Awards) and Broadway news

**The Lincoln Center**, *Programming Associate*, New York, NY

**September 2021-August 2022**

- Refined donor outreach for the \$550 million renovation of David Geffen Hall by creating segmented multi-channel campaigns
- Founded the Neighborhood Partnership Program, connecting donors to over 100 local businesses through brand collaborations

**Davenport Theatrical Enterprises**, *Marketing & Events Intern*, New York, NY

**August 2021-January 2022**

- Developed compelling social media campaigns and special events for Tony Award-winning Producer, Ken Davenport
- Facilitated in-person networking workshops for more than 1,000 artists as Artist Liaison of Theatremakers Summit
- Copywrote blog posts on current events and trends for The Producer's Perspective podcast

**The Kennedy Center**, *Marketing Strategy Intern*, Washington, D.C.

**September 2021-December 2021**

- Facilitated the #OnThisDay social media campaign to celebrate the 50<sup>th</sup> Anniversary of The Kennedy Center
- Presented weekly KPIs to senior management
- Wrote persuasive, storytelling email messaging for weekly events, like Dance for Parkinson's Disease, using Mail Chimp

## SPECIAL SKILLS

- Fluent in Spanish with dual citizenship
- Proficient in Cap Cut, Final Cut Pro, Canva, and Adobe Design Suite