

MATTHEW V. QUINN

Project Manager | Event Coordinator | Social Media Manager

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Professional Summary:

Data-driven Creative Strategist and Project Architect with 20+ years of experience orchestrating immersive experiences across live theatre, digital ecosystems, and event production. Adept at optimizing brand visibility through multi-channel social media campaigns, meticulously orchestrated events, and project execution. Possesses a hyper-focused eye for narrative arc, audience engagement analytics, and budget optimization. Developed new skills in utilizing artificial intelligence for a wide range of projects. Thrives in collaborative environments, leading cross-functional teams to achieve artistic excellence and exceed key performance indicators (KPIs).

Technical Skills:

- Social Media Marketing: Facebook Ads Manager, Instagram Ads API, Twitter Analytics Suite, LinkedIn Campaign Management
- Event Management: Waterfall and Agile methodologies, venue API integrations, vendor procurement platforms, risk management frameworks
- Project Management: Kanban boards, Asana integrations, cloud-based resource allocation tools.
- Digital Marketing: Google Analytics Dashboards, Facebook Insights, conversion rate optimization (CRO) tools, Meta Certification
- Live Streaming: Zoom Pro, Streamyard, real-time audience engagement platforms
- Communication & Leadership: Team building frameworks, conflict resolution strategies, stakeholder management best practices
- Budgeting & Procurement: Cost variance analysis, contract negotiation frameworks, resource allocation optimization algorithms
- Technical Savvy: Proficient in audio/video equipment, social media API integrations, AI-powered analytics platforms
- Artificial Intelligence - Several certificates and work for marketing with ChatGPT and Bard

Professional Experience:

Social Media Strategist & Event Lead (1998 - Present), Combined Artform

- Boosted brand awareness by 30% through hyper-targeted social media campaigns utilizing AI-powered audience segmentation and dynamic ad creative.
- Increased website traffic by 25% and ticket sales by 15% through data-driven social media strategies aligned with customer journey mapping.
- Managed a large social media budget for stakeholders, implementing cost-optimization strategies and achieving a 20% reduction in cost-per-acquisition (CPA).
- Spearheaded the development and execution of immersive live events, leveraging audience engagement tools and real-time data analysis to maximize attendee satisfaction and brand recall.

Project Architect & Venue Manager (1998 - Present), Theatre Asylum, Los Angeles, CA

- Oversaw the operations of 5-10 theater venues during the Hollywood Fringe Festival, utilizing risk management frameworks and agile methodologies to ensure smooth execution and exceed safety standards.
- Developed and implemented data-driven programming strategies, attracting diverse audiences and generating a 15% increase in annual revenue.
- Negotiated lucrative contracts with vendors, securing favorable terms and optimizing resource allocation.
- Implemented a cloud-based data management system, streamlining operations and improving efficiency by 20%.
- Championed the launch of the Hollywood Independent Theatre Festival, providing a platform for emerging artists and generating new revenue streams for the theatre.

Additional Highlights:

- Series Coordinator/Scout (2018 - 2022), International Fringe Encore Series: Optimized logistics, contracts, and visas for a successful 18-show NYC festival, exceeding sales and artist fulfillment KPIs by 10%.
- West Coast Talent Scout (2019 - Present), SoHo Playhouse NYC:s maintaining the theater's artistic excellence and reputation.
- Instructor: "How to Produce a Hollywood Fringe Show" empowering artists with essential project management skills.

Education & Certifications:

- BA, Gallatin Division, New York University, New York, NY
- Google Project Management Professional Certification
- Meta Certified Social Media Marketing Specialist
- Introduction to Artificial Intelligence (Google)
- AI in Business - University of Pennsylvania - Wharton Online