

CYNTHIA MUDGE

E: MudgeMedia@gmail.com

F: (360) 269-1039

A: P.O. Box 1225, Chehalis, WA 98532

PROFESSIONAL SUMMARY

Experienced director with extensive background in non-profit cultural and arts administration. Seasoned marketing and public relations professional. Writer and publisher of promotional, sales materials and magazines. Thirty years' experience in festival, special event, and conference management.

WORK HISTORY

Astoria Sunday Market — Executive Director

Astoria, OR • 03/2008 - 10/2020

Oversaw operations, marketing, finances, customer and board relations for a non-profit open-air seasonal makers/growers market whose mission is to revitalize historic downtown Astoria and promote farmers, artists, and small businesses. Raised \$140,000 to \$153,000 in vendor fees annually.

Managed 200+ vendor applications with about 150+ vending each Sunday from May – October. Booked and contracted weekly music performances (typically 23 weeks each season). Established several new programs including: Young Entrepreneur's Club for student vendors grades K – 12; Astoria Winter Market; created and produced the ASM Market Guide published annually with 30,000 copies distributed; and developed social media and website content. During 2020 successfully opened a safe COVID market experience.

Clatsop Cruise Hosts — Volunteer Coordinator

Astoria, OR • 03/2016 - 10/2020

Recruited, scheduled and managed 150+ volunteers to greet cruise ships arriving to Astoria. Acted as advisory to board for operations.

Seaside Chamber of Commerce - Event Coordinator

Seaside, OR • 08/2013 - 08/2017

Participated with CEO in planning, sponsorships and marketing of chamber events including the Seaside Beach Volleyball Tournament (noted as largest in USA), Pouring at the Coast craft beer festival, and Yuletide in Seaside activities. In addition, I Curated and coordinated holiday festival featuring 80+ artists and makers at the Seaside Conference Center. Handled recruitment, payments, marketing and logistical support.

Destination: The Pacific — Executive Director

Astoria, OR • 01/2006 - 03/2008

Founded by Lewis and Clark Bicentennial Association, DTP was focused on exploring National designation of the Columbia-Pacific Heritage Area. Key accomplishments included hosting a successful bi-state workshop for Oregon & Washington called Balancing Heritage, Community and Commerce that led to ten community projects in Pacific & Clatsop counties; successfully introduced legislation to Congress for authorizing a feasibility study; raised \$50,000 to begin public input component of study completed in March 2008; provided management for Pacific Northwest Living Historians; and managed \$270,000 in National Park projects that included trail building, education and interpretation programs.

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Lewis & Clark Bicentennial Assoc — Executive Director

Astoria, OR • 03/2003 - 01/2006

Operations: Responsible for overseeing operations to produce a nationally sanctioned Signature Event commemoration for Oregon and Washington. The Signature Event was comprised of nine public components including a festival, speaker series, opening ceremony, and an experiential event on Astoria-Megler Bridge. Fundraising: From January 2003 to December 2005, we raised \$1.78 million in grants, corporate sponsorships, sales, individual contributions, and other sources.

Marketing: Led marketing efforts which included the successful development of highly identifiable branding, a commemorative magazine, regional banner program, posters, rack cards, website, and securing TV, print, and radio sponsors.

Salem Public Library Foundation — Communications Director

Salem, OR • 06/2001 - 3/2003

Managed internal and external communications including monthly newsletter, public relations, and event promotion.

Communities.com — Producer, Online Celebrity & Business Events

Cupertino, CA • 11/1999 - 2/2001

Oversaw technical operations for producing online chat interviews using Communities.com animated chat technology; coordinated with celebrity agents and business clients to prep for event; conducted research to develop bios, questions, and promotional material; hired chat support staff and community managers; acted as online host to introduce guests, field participant questions, and provide filler material. Provided project management for development of its web-based version.

Theatre Puget Sound - Executive Director

Seattle, WA • 01/1997 - 01/1999

- Grew association membership from 20 to more than 500.
- Successfully managed relocation of association office from a private office to 7,000 square-foot studio facility & managed studio rentals.
- Produced annual industry conference, a technology conference, and various workshops.
- Secured grant funding.
- Developed and implemented membership services including a website, email listserv, membership directory, special programs, and newsletter.

Pock Communications, Inc - President & Founder

Seattle, WA • 01/1989 - 01/1999

- Produced and/or promoted large-scale consumer shows (attendance of 50,000+) as well as trade shows, conferences, and workshops. Booked entertainment and speakers.
- Notable projects include the KCPQ 13 Kids Fun Fair produced in the Kingdome (marketing, sales, program manager), Pike Place Market Street Festival (director), Seattle International Music Festival (PR), Seattle International Children's Festival (Marketing), Teen Workforce (producer; job conference for teens), ArtSpring for Very Special Arts Washington (event director), A Celebration of Transitions (co-producer; consumer show for people with disabilities) Seattle Children's Museum Film Festival (event director); Washington

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Organization of Nurse Executives (event management/sales); Association of Rehabilitation Nurses (Abilities fair)/co-producer; and Washington State Hospital Association (events coordinator).

- Provided marketing and public relations services to non-profit and corporate clients.
- Consistently met or exceeded sales and sponsor goals for clients.
- Worked effectively with government agencies for processing permits and meeting city, county, and state regulations for producing community-wide events.

Seattle Children's Theatre — Public Relations Director & Marketing

Seattle, WA — 1986—1992

Managed media relations and successfully regularly gained major regional press coverage in print & broadcast. Guided executives and board through media relations for a \$5 million capital campaign, ground-breaking and grand opening events. Duties included marketing original scripts to other theatres including contracting and collection of royalties. Began with SCT as theatre technician & property designer (1981 – 1983) and later became their office manager (1983—1986).

EDUCATION

Bachelor of Science in Marketing with a specialty in event management and public relations.

Colorado State University,
Global Campus (2020)

SKILLS

Board development
Program development
Booking entertainment & speakers
Event planning
Community Relations
Marketing and promotions
Volunteer management
Sponsor relationship management
Budgeting

VOLUNTEERING & INTERESTS

- Member Astoria Rotary (2004 - 2020); President (2012/13); Board member (2012 - 2016)
- Commissioner, Arts Commission of Clatsop County (2019/2020)
- Heritage Festival, Chair, Astoria Bicentennial (2010)
- Recipient of 2005 Volunteer Achievement Award given by the Oregon Governor's Conference on Tourism.
- Freelance non-profit & small business advisor, writer, website and social media development, event management, meeting facilitator