Andrew Wolverton

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EXPERIENCE

Director of Development and Engagement | 2026 – Present
Discovery Sound Garden (DSG) | *New York, NY*

- **Development & Donor Systems:** Coordinate donor CRM readiness, giving segmentation, case-for-support content, and gift-policy planning.
- **Partner Engagement:** Develop first-touch and follow-up outreach for schools and community partners, identifying program needs and barriers to participation.
- **Website & Digital Strategy:** Evaluated website and hosting costs and lower-cost options; coordinate digital communications and funding plans with artistic, operations, and finance leaders.

Board President | Concurrent governance role

- **Board Governance & Transition:** Guide Board document review, fiduciary oversight, and executive handoffs during DSG's leadership transition.

Founding Executive Director | September 2024 – 2026

- **Organizational Leadership:** Founded DSG and built its fundraising, governance, marketing, and program foundations; secured early support and fiscal sponsorship and developed music-learning and studio-access concepts.

Web Designer and Developer | April 2026 – Present
Porch Stomp | *New York, NY*

- **Web Design & UX:** Redesign and format key website pages using responsive design, accessibility, information architecture, visual hierarchy, conversion-focused layout, and mobile-first UX principles.
- **Wix Development:** Build and revise pages in Wix using native elements for SEO, CMS structure, and site management, with custom HTML, CSS, and JavaScript for complex layouts and embedded tools.
- **SEO & Analytics:** Rework page structure, headings, metadata, internal linking, and search-friendly content while supporting Google Ads, Meta tracking, event tags, and campaign measurement setup.
- **Audience Tools:** Develop archive concepts, sortable content structures, artist/year tagging systems, and interactive audience tools to improve discoverability and engagement.

Web Designer and Developer | April 2026 – Present
Yolelé Ingredients | *Remote*

- **B2B Web Design:** Redesign and refine Wix website pages for a commercial ingredients company, translating complex product, sourcing, and supply-chain information into clearer buyer-facing content.
- **UX & Content Architecture:** Improve page structure, readability, visual hierarchy, calls to action, product-section formatting, and mobile responsiveness for foodservice, processor, and commercial buyer audiences.
- **SEO & Tracking:** Implement Wix SEO tools, metadata, structured headings, internal linking, Google Ads tracking, and Meta event tracking to strengthen discoverability and campaign measurement.
- **Custom Development:** Create HTML, CSS, and JavaScript sections for advanced layouts, interactive content blocks, responsive embeds, and brand-specific page designs beyond standard Wix templates.

Freelance Audio Editor, Dance and Performance Music | 2018 – Present
Self-Employed and Recurring Clients

- **Performance Editing:** Edited and arranged hundreds of music tracks, mashups, medleys, and performance programs for dance studios, choreographers, recitals, competitions, halftime shows, and group performances across roughly 10 recurring clients and additional independent projects.
- **Music Editing:** Create clean cuts, transitions, fades, timing adjustments, and custom edits to fit choreography, performance structure, and strict time limits.
- **Client Collaboration:** Collaborate with choreographers and studio staff to shape final performance tracks from source songs, applying music theory, rhythmic awareness, and intermediate audio editing techniques.
- **Recurring Support:** Provide ongoing seasonal audio editing for Dance Moves Gymnastics, including spring recital music, Christmas show tracks, solos, duets, and group numbers.

President Emeritus / Former Board President | April 2015 – Present
Singing Hoosiers Alumni Council, Indiana University Alumni Association | *Bloomington, IN*

- **Board Leadership:** Served as Communications Officer from 2015 to 2023, Board President from July 2023 to July 2026, and now President Emeritus with a permanent voting position on the board.
- **Fundraising:** Helped guide alumni fundraising efforts that generated more than $180,000 for student programs, scholarships, and educational opportunities.
- **Communications:** Led e-newsletter planning, writing, editing, and distribution through Constant Contact and Mailchimp, coordinated a 3–4-person communications committee, and managed the alumni Facebook community.

Live-in Nanny and Childcare Support | December 2025 – March 2026
Family (Private) | *East Rutherford, NJ*

- **Childcare:** Provided live-in care for an 8-month-old and a 2-year-old, supporting feeding, naps, play, reading, music, supervision, and daily routines.

- **Developmental Support:** Encouraged crawling, standing, early movement, language development, and age-appropriate creative play through music, reading, puppetry, and character work.
- **Parent Coordination:** Coordinated closely with the father on routines, expectations, meals, naps, and transportation to maintain consistency and trust.

Delivery Manager | December 2024 – November 2025
Beleaf | *Brooklyn, NY*

- **Delivery Operations:** Oversaw daily cannabis delivery operations across Brooklyn, managing logistics, driver scheduling, compliance, and performance reporting to support reliable service.
- **Performance Analysis:** Tracked tickets, net sales, average ticket price, and units per ticket to identify trends, adjust staffing models, and improve route performance and profitability.
- **Process Improvement:** Implemented data-informed workflow improvements, trained drivers on efficiency and service standards, and coordinated delivery promotions and activations with marketing and retail teams.

Audience Services Representative (Seasonal) | June 2024 – June 2025
Perelman Performing Arts Center (PAC NYC) | *New York, NY*

- **Patron Services:** Delivered welcoming, inclusive customer service across performances while resolving questions about events, directions, accommodations, and venue policies.
- **Ticketing & Front of House:** Processed ticket sales and audience records in Spektrix and supported ushering, wayfinding, and venue operations during performances.

Marketing Manager | July 2023 – October 2023
Terry Knickerbocker Studio | *Brooklyn, NY*

- **Marketing Strategy:** Led marketing strategy development and direction to align campaigns with studio goals.
- **Team Oversight:** Oversaw marketing, design, web development, and social media work to improve website performance, user experience, engagement, and online presence.
- **Process Improvement:** Initiated automation to reduce manual task hours and improve operational efficiency.

Marketing Associate (Interim) | December 2022 – March 2023
Atlantic Theater Company | *New York, NY*

- **Revenue Partnerships:** Organized a group-sales initiative for new partnerships, generating $5,000 in additional ticket sales.
- **Email Marketing:** Executed campaigns to 160,000 Atlantic subscribers and 90,000 Atlantic Acting School subscribers and built a re-engagement campaign targeting more than 1,500 prospective students.
- **Creative Production:** Created digital and print promotional materials reaching 40,000+ social followers and tracked major press for paid social placements.

Director of Marketing and Development | June 2022 – October 2022
Red Bull Theater | *New York, NY*

- **Major Donor Development:** Expanded donor relationships and increased contributions in the $10,000+ tier while improving retention and acquisition strategy.
- **Development Planning:** Led an annual development plan associated with 15% annual budget growth and surpassed fundraising goals through donor relations and campaign strategy.
- **Annual Appeal:** Led an annual donor appeal reaching more than 2,000 donors and connected fundraising with audience segmentation, branding, design, and copy.

Podcast Technology and Interactive Manager | August 2021 – May 2022
Carnegie Mellon University AMT-Lab | *Pittsburgh, PA*

- **Production Systems:** Managed podcast technology, workflows, and interactive media support across creative projects and research-based programming.
- **Audio & Digital Production:** Supported recording, editing, and digital production systems to ensure smooth execution and high-quality deliverables.
- **Cross-Team Coordination:** Worked with faculty, students, and creative teams to troubleshoot issues, maintain timelines, and organize tools, documentation, and production needs.

Data Analyst and Treasurer | August 2021 – December 2021
Pittsburgh Area Cooperative of Theaters | *Pittsburgh, PA*

- **Audience Analytics:** Led collection, analysis, and interpretation of audience data to inform marketing, engagement, and retention initiatives.
- **Shared Systems:** Partnered with member organizations to develop shared financial and analytical resources and standardized data collection methods.
- **Reporting:** Evaluated marketing and collaboration impact through analytics and translated findings into actionable improvement insights.

Associate Producer | June 2021 – December 2021
Kathleen Turner: Finding My Voice, Davenport Theatrical Enterprises | *New York, NY*

- **Production Coordination:** Managed daily wrap reports and stakeholder communication to keep the production aligned on progress, priorities, and needs.
- **Cross-Team Collaboration:** Coordinated meetings and communication with AKA NYC and creative teams to support smooth execution.

- **Budget Management:** Built and maintained a production budget of approximately $150,000, supporting accurate projections, reporting, and producer priorities.

Theatre Summer Camp Director | June 2017 – July 2019
Civic Theatre of Greater Lafayette | *Lafayette, IN*

- **Program Leadership:** Managed two age-level camps, developed theatre and improv curriculum, and directed camp productions.
- **Production Direction:** Directed productions and designed sets and lighting to deliver polished student performances.
- **Team Management:** Managed four camp counselors to maintain strong operations and a positive learning environment.

Theatre Manager, Director, and Educator | August 2016 – May 2020
Jefferson High School | *Lafayette, IN*

- **Program Leadership:** Set strategic direction and produced 24 performances annually in a 1,300-seat venue, increasing community engagement and support.
- **Partnerships & Fundraising:** Built business partnerships supporting up to $30,000 in annual fundraising and secured $10,000 in grants for program growth.
- **Team Leadership:** Led assistant directors, coaches, technical teams, and students to maintain production quality and performance readiness.
- **Audience Development:** Increased visibility through multichannel campaigns across social media, radio, television, and print.

Teacher, Theatre and Choir | August 2015 – June 2016
Dickinson Fine Arts Academy | *South Bend, IN*

- **Instruction:** Taught Theatre, Choir, and S.T.E.A.M. coursework through structured rehearsal, performance, and project-based learning.
- **Program Leadership:** Organized and led an after-school theatre troupe and directed, choreographed, and coordinated two choir concerts and one musical production.
- **Music Arrangement:** Arranged and transposed music to fit students' vocal ranges and ability levels, supporting accessible and polished performances.

LEADERSHIP

Leadership Lafayette, Community Leadership Program | August 2017 – May 2018
Civic Theatre of Greater Lafayette, Board Member | July 2019 – August 2020

ARTISTIC AND PERFORMANCE EXPERIENCE

- **Performance:** Vocalist, musician, and interdisciplinary arts practitioner with experience in musical theatre, cabaret, vocal harmony, songwriting, and ensemble performance.
- **Music Direction:** Arrange and transpose music for singers and ensembles, adapting material to fit vocal ranges, skill levels, and performance needs.
- **Creative Practice:** Perform and develop work across theatre, cabaret, music, audio, and community-based performance settings.
- **Artist Support:** Support artists through audio editing, performance preparation, creative coaching, and accessible music-learning frameworks.

SKILLS

Music, Performance and Creative Practice: Vocal performance, musical theatre, cabaret, choral singing, music direction, songwriting, arranging, transposition, harmonica, piano, guitar, performance coaching, creative facilitation, theatre education, youth arts
Audio Editing and Production: Audio editing, music editing, dance performance track editing, mashups, medleys, song cuts, timing adjustments, fades and transitions, podcast production, Ableton Live, OBS
Web, UX and Digital: Wix, Wix Studio, Wix CMS, Wix SEO, WordPress, responsive web design, UX design, information architecture, web accessibility, HTML, CSS, JavaScript, technical SEO, Google Analytics, GA4/GTM, Looker Studio
Arts, Nonprofit and Program Leadership: Strategic planning, program development, board governance, budget development, fundraising strategy, grant writing, donor research, moves management, community engagement, artist support, audience engagement, partnership development, data analysis, reporting
Communication, Client and Workflow: Client communication, copywriting, storytelling, email marketing, coaching and mentoring, facilitation, project management, Agile management, workflow design, process improvement, documentation

Software and Platforms: Adobe Creative Suite, Google Workspace, Microsoft Office, Asana, Slack, Mailchimp, Drip, Pipedrive CRM, Spektrix, Canva, ChatGPT, Midjourney

EDUCATION

Carnegie Mellon University | Pittsburgh, PA | May 2022
Master of Arts Management
Indiana University Bloomington | Bloomington, IN | December 2014
Bachelor of Arts in Theatre and Drama