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Work History

Hypeworthy LLC – June 2008 -

- Owner and Founder-
 - Hypeworthy is a digital advisory service, providing insight that blends the respective dynamic of arts, technology, and innovative public relations into an exciting new field ripe for the success of those ready to take creative control over their work and image.
 - We work alongside artists and publicists to strategically navigate their presence across multiple platforms- from social networks like Facebook, Myspace, and Twitter- to creating original web series and broadcast.
 - Duties include – Social media management campaigns for actors and musicians, researching future social media outlets, strategically crafting an unique campaign for each client, execution of campaigns
 - Some of Hypeworthy's Clients include:
 - Hail Merry LLC
 - Hail Merry, a raw, vegan food company based in Dallas, is one of the fastest growing health food companies in the US.
 - Hypeworthy manages Hail Merry's social media and digital marketing campaigns.
 - When Hail Merry first started working with Hypeworthy, they had little to no online presence and were only available in the Dallas area.
 - Now Hail Merry had been featured in over 40 health food blogs, local television and newspapers, and can be found in over 20 states across the US.
 - Michael Urie
 - Michael Urie (ABC's Ugly Betty) became a client of Hypeworthy in January of 2009. Michael was nominated for an Emmy as part of best comedy cast in 2007, and was nominated for a Golden Globe in the same category that same year.
 - In 2009, Michael received two Teen Choice Award nominations. The most important thing for to solidify with Michael, was a solid place for fan interaction.
 - Hypeworthy has given Michael a platform online and solidified his brand. One important aspect of what Hypeworthy does is helping to find the right sort of content for each client.
 - Michael wanted to learn and to focus on Twitter, and he now has over 35,000 Twitter followers.
 - The Temperamentals (Off-Broadway)
 - One of the most successful Off-Broadway productions of 2009/2010, The Temperamentals is play about two men as they fall in love while building the first gay rights organization in the pre-Stonewall United States.
 - It is produced by Man Underdog Productions in conjunction with Daryl Roth.
 - Hypeworthy designed The Temperamentals website and facilitated their social media campaigns.
 - The Temperamentals receive blog posts on the following influential blogs: Perez Hilton, The Huffington Post, Playbill.com, NY Times, DC Theatre Scene, Artsbeat, Gay Socialites, Culture Vulture, Broadway World, After Ellen, After Elton, Just Jared, Culture Mob, and many more.
 - The Temperamentals is the recipient of the following awards:

References available upon request

- Drama Desk Award for Outstanding Ensemble Performances
 - Lortel Award for Outstanding Lead Actor
- The *Temperamentals* received the following nominations:
 - Drama League Award for Distinguished Performance Award
 - Outer Critics Circle Awards for Outstanding New Off-Broadway Play
 - Jon Marans for the John Gassner Award
 - Lortel Award Nominations for Outstanding Play
 - GLAAD Award Nomination for Outstanding New York Theater: Broadway & Off-Broadway.
- Homegrown Music and Arts Festival (Downtown Dallas)
 - The Inaugural Homegrown Music and Arts Festival was held on May 22nd, 2010 at the Main Street Gardens in downtown Dallas, TX and sponsored by the City Tavern and Downtown Dallas.
 - The event consisted of 2 stages, 15 bands, live art performances, and various vendors. The festival brought over 2000 people to the park and organizers have been approved to host 2 additional festivals next year.
 - Hypeworthy consulted Method Entertainment on their highly successful social media campaign. With no traditional media buys, Hypeworthy was responsible for all marketing for the festival.
- Backside Pick
 - Within 2 months of signing with Hypeworthy, Backside Pick went from a moderately popular college town band, to winning a Dallas Observer Music Award for Best Funk/R&B act.
 - According to Pete Freedman, the Music Editor for the Dallas Observer “Wanna know how to win a DOMA? Hop onto some band or blogger's twitter feed to find out... Best Funk/R&B Act Backside Pick, likely won its category thanks to cleverly picking up on the fact... they used social media to win. Period.”
- Coach Jimmy
 - Jimmy Nelson is an inspiration and after losing over 80 lbs he's dedicated his life to helping others through physical fitness.
 - He's one of the premiere BeachBody trainers in the US, and when Jimmy relocated to Dallas from New York City, he looked to Hypeworthy to help him establish a foothold in the Dallas Market.
 - Coach Jimmy has since tripled his network since starting to work with Hypeworthy
- Twin Peaks (Front Burner LLC)
 - Beginning in January 2011, Hypeworthy will become the digital marketing consultant for Twin Peaks Restaurants
 - With 14 locations in the Texas, New Mexico and Oklahoma markets, Twin Peaks is one of the fastest growing restaurants in its market
 - Twin Peaks reached out to Hypeworthy to help establish SEO, solidify and fine tune their social media plan, and develop viral marketing campaigns that will continue to convey the same message online as they do when you walk in to their store.
- XLV Party
 - XLV Party is a concert series taking place this February at the Cotton Bowl in Dallas, TX during Super Bowl week
 - Hypeworthy will be facilitating and running the social media for this event, while also consulting on digital media buys and sponsorships.
 - XLV Party artists include: John Legend, Duran Duran, Dean Cook, Passion Pit, Tatu, The Village People, Miike Snow, Ghostland Observatory, Kaskade, Hector Fonseca and more.

References available upon request

The University of Texas at Dallas – May 2009 -

- Project Manager – Virtual Pediatric Nursing Trainer
 - Lead team of 15 in designing and building a virtual nursing simulator utilizing the Unreal engine
 - Lead communications with client (University of Texas at Arlington and Children's Medical Center of Dallas) to reveal and meet all expectations of the project
- Teaching Assistant
 - Currently working with Dr. Marge Zielke in facilitating ATEC 4340 – Digital Marketing Design
 - Created course curriculum centered around the introduction of the tools needed to create a digital marketing campaign while encouraging students to work with real world clients

CBS Radio (The Indieverse) – April 2008 -

- Social Media Manager-
 - Initiated and facilitated all social media campaigns
 - Established relationships within the local music scene to provide Indieverse content resources as well as establishing credibility as a new media entity
 - Collaborated with venues to provide up to date programming information as well as weekly ticket giveaways
 - Teamed up with national and international websites to share content and resources within the indie rock realm
 - Currently building a national indie music blog network to promote local indie scene in the top 50 markets in the US and Canada
- Host – *American Highway*
 - Observed an underserved niche within the station's programming (Americana/Roots Rock with a local focus) and created a weekly show to fill this void, which I currently host
 - Cultivate relationships with local, regional, and national musicians
 - Research and maintain music consistent with current genre specific trends

New Beginning Center - September 2007 – February 2009

- Special Events and Publications Coordinator-
 - Duties include design and implementation of all marketing pieces, agency publications, website redesign and coordination, and other design projects by use of Adobe Creative Suite
 - Initiating social networking campaigns – Myspace, Facebook, various DV blogs, YouTube, and Constant Contact
 - Initiated multiple Public Service Announcement initiatives, agency media relations, as well as writing all press releases for agency events
 - Coordination of all fundraising events, over 6 annually, including 2 Galas, a golf tournament, motorcycle rally, and others
 - Responsible for all vendor relations, on-site event management, oversee entire event start to finish, create event design as well as assist Board of Directors in accomplishing their vision for each event, adhere to all budget requirements with a specific focus of eliminating extraneous costs and increasing bottom line per patron at each event

Shakespeare Dallas - June 2006 – September 2007

- Program Manager - Duties included all educational marketing, booking and scheduling education programs, educational tour coordination, tracking budget and educational specific donations, city and county contracts
- Assistant to the Executive Director of Shakespeare Dallas - Duties included assisting in development planning, grant writing and research, donor database management, aiding in communication between staff and board members, facilitating meetings, initiated social networking campaigns

Freelance Event Coordinator and Designer - January 2002 – Ongoing

- Self-employed Event Designer and Coordinator for multiple clients, including Freeman, Microsoft, American Heart Association, Presentation Services, PSAV, Swank AV, Focal Point Lighting, Todd Events,

References available upon request

Dallas Museum of Art, etc.

- Duties include - facilitation of event from start to finish, collaboration with clients to produce desired vision and to achieve specific event goals, venue and entertainment booking, vendor relations, labor coordination, lighting designer, event management – bringing together all facets to manifest successful events

Education and Accolades

- Master of Arts – Emerging Media and Communications – The University of Texas at Dallas
- Bachelor of Arts - Art and Performance - The University of Texas at Dallas
- One of 50 American Directors selected to the 2005 Lincoln Center Directors Lab
- Excellence in Directing Award from the American College Theatre Festival at the Kennedy Center

Key Skills Summary

Extensive project management experience, excellent writing skills, proficient in MS Office products, proficient with entire Adobe Creative Suite, extensive experience with video production as well as video editing, extremely proficient in social media, familiar with relational and membership databases, familiar with grant applications and proposals, detail oriented, experienced in budget planning and tracking, great outlook and attitude.

References available upon request