

# Hayden R. Anderson

## WORK EXPERIENCE

**Allied Global Marketing**, Tour Marketing/Press Coordinator Mar 2019 - Present  
Coordinates integrated marketing and press efforts such as advertising, promotions, social media, creative, and PR for touring and sit-down Broadway productions, communicating regularly with producers, talent and vendors. Productions include *Harry Potter and the Cursed Child* (San Francisco), *The Cher Show*, and *Something Rotten!*.

**National Artists Mgmt. Co.**, Asst. to Executive Producer Jan 2018 - Feb 2019  
Assisted the producers and other NAMCO staff in the producing of *Chicago*, *Waitress*, *Pippin*, and *Finding Neverland* on Broadway/worldwide, as well as the development of various upcoming projects. Processed expenses and invoices, as well as domestic and international licensing for *Chicago*. Coordinated meetings, gifting and signatures.

**Dear Evan Hansen on Broadway**, Backstage Concierge Jan 2017 - Present  
Acts as the point person between the company and VIP guests backstage at *Dear Evan Hansen* on Broadway, providing added security and an engaging experience following performances.

**Stacey Mindich Productions**, Producing Intern Jun 2017 - Jan 2018  
Assisted Stacey Mindich and staff as they produced *Dear Evan Hansen* on Broadway and planned for supplemental productions. Prepared for meetings and facilitated a range of events. Kept various press/marketing records, as well as house seat requests and expenses. Observed core team meetings.

**KMR Talent**, Intern Jun 2017 - Aug 2017  
Submitted clients for auditions and updating resumes on Breakdown Express. Regularly updated client lists, assessed headshot/resume submissions of potential clients, and prepared for self-tapes.

**Telsey + Company**, Casting Intern/PA Jan 2017 - Jan 2018  
Assisted in, monitored, and videotaped auditions for Broadway shows (*Frozen*, *Once on This Island*, *Waitress*, *Wicked*, *Hamilton*), as well as for national commercials and TV/film during pilot season. Prepared and filed headshots/resumes, along with sides and schedules for auditions. Conducted research for out-of-town casting calls and casting ideas lists. Monitored open calls for *Once on This Island*, both regionally and in NYC, as well as invited calls for *The Cher Show*.

**Williamstown Theatre Festival**, Box Office Associate May 2016 - Aug 2016  
Completed online, phone, and in-person transactions, and fulfilled season ticket bundles for donors using Patron Manager by Salesforce. Also maintained a database of subscribers and donors at various levels. Oversaw company seating in shows, and provided FOH support for special events.

## ACADEMICS

**Marymount Manhattan College**, New York, NY, Class of 2017  
BA Theatre Arts: Arts Management, Musical Theatre minor — *magna cum laude*  
**Commercial Theater Institute**, New York, NY, Spring 2019  
14-Week Program: Advanced Topics for Commercial Producers and Managers

## SERVICE/ VOLUNTEER

Second Stage Theater	Volunteer Usher
CSA Artios Awards	Talent Escort
BC/EFA Broadway Flea Market	Volunteer

## SKILLS/ SOFTWARE

Windows and Mac OS, Microsoft (Outlook, Word, PowerPoint, Excel, Mail Merge), Adobe CC (Photoshop, InDesign), Google (Docs, Sheets, Slides, Drive), Salesforce Patron Manager, CastingNetworks, Breakdown Express/Eco Casts, CastIt Systems, inEntertainment

**References available upon request.**