

**Gabriella Rose Balsam**  
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## EDUCATION

### ***New York University, Tisch School of the Arts***

MFA, Musical Theater Writing/Wordsperson

May 2020

### ***Temple University, Klein School of Media and Communication***

BA, Advertising/Concentration in Copywriting, Certificate (minor) in Writing

May 2017

## EXPERIENCE

### **League of Professional Theatre Women, Administrative Director, NYC, August 2022 – Present**

- Overseeing the day to day operations of LPTW in support of its mission to increase the representation and visibility of women in theatre.

### **Freelance Blogger**

December 2020 - Present

- Articles and interviews about and for emerging musical theatre writers, performers, and producers.
- Writing has been featured on **10glo** (including #WomenWhoWrite initiative tie-in) and **The Sappho Project**

### ***You Can Still Call*** (one-act play by Lori Glazer), Dramaturg

June 2020

- Collaborated on adapting Glazer's short story into theatrical form.
- Restructured interior monologues into dialogues and assisted writer in developing stageable imagery

### ***WP Theater***, Graduate Artistic/Literary Intern, NYC

February 2020 - May 2020

- Script coverage for WP Lab applications and unsolicited submissions; averaging 10-12 scripts/week
- Clerical support for WP Lab application processing/tracking, as well as general office administrative tasks
- Attend weekly staff meetings

### ***Eisenberg/Beans Casting***, Graduate Casting Intern, NYC

September 2019 - December 2019

- Monitored auditions, checked in talent
- Researched talent availability; compiled sides and additional clerical tasks

### ***Fox School of Business, Temple University***, Copywriter, Philadelphia

September 2016 - August 2017

- Generated copy under tight daily deadlines to promote admissions and development/fundraising campaigns for MBA & Specialized Masters Programs
- Composed long-form copy for websites, including a multi-page overhaul of curriculum descriptions, faculty profiles, and alumni outcome reports; crafted daily content for emails and social media platforms

### ***Academy of Vocal Arts***, Marketing & PR Intern, Philadelphia

September 2016 - May 2017

- Wrote AVA blog content: alumni profiles, promotions for events, dramaturgical insights for current programming
- Researched, wrote all content, built and distributed monthly digital newsletters to students and alumni
- Maintained Facebook page

### ***Theatre Exile***, New Play Development Intern, Philadelphia

January 2016 - April 2016

- Supported season selection by reading 60+ unsolicited submissions, researching additional titles using NPX, and presenting extensive list of potential projects
- Shadowed directors and sat in on rehearsals

## SKILLS

MS Office, Adobe Creative Suite, iLife Creative Suite, Final Cut Pro, Wix, WordPress, Tessitura, Constant Contact, TypePad, Google Analytics (certified), G Suite, Mac OS X, Microsoft Teams, Dropbox. Former certified tax preparer.

**MEMBERSHIPS**

Dramatists' Guild, Maestra, Statera Arts (member/mentorship cohort 2), PlayPenn Inaugural Playwrights Cohort, MTF Women's Roundtable, Broadway Womens' Alliance