

Iris Chan

New York, NY | (917) 478-1721 | irisjc@gmail.com | irisjchan.com

Professional Experience

Broadway Direct

New York, NY

Digital Marketing Manager

October 2019 – Present

- Managing editor for The Nederlander Organization's news website, leading editorial and advertorial strategy while overseeing a team of nine freelance reporters in order to deliver popular, interesting pieces to drive traffic to site
- Lead the development, optimization, and deployment of email content strategy, including weekly newsletter to more than 3.5 million subscribers and paid email blasts in order to drive increased ticket revenue for Broadway shows
- Produce and edit Stage Door Sessions, a podcast on in-depth interviews with Broadway stars, for content on Broadway shows to increase interest and knowledge of the context of shows
- Supervise, collect, and update assets for all digital properties including show pages, editorial content, venue pages, corporate site, digital marquee and in-venue video network to ensure accuracy and functionality of customer experience

Digital Communications Assistant

May 2018 – October 2019

- Record and edit multiple videos for use in Facebook Ad campaigns and content pieces for web in order to drive traffic to show pages and build brand awareness
- Initiate interest-based social media campaigns on Instagram and Twitter in order to increase following and engage users
- Build targeted email blasts using HTML in order to direct users to the official ticketing source for increased ticket sales

Binghamton University Theatre Department

Binghamton, NY

Graphic Design and Social Media Intern

August 2016 – May 2018

- Developed all advertising materials including the main artwork, program, and social media graphics for a theatre professor's new show, *The Asylum Project*, in order to better advertise and promote ticket sales
- Designed and produced marketing video in order to better promote the Theatre Dept. productions to prospective students

Playwrights Horizons

New York, NY

Digital Marketing Fellow

June 2017 – September 2017

- Created and designed multiple Facebook, Instagram, & Twitter ads using company assets and Premiere, After Effects CC programs for both show and institutional brand campaigns in order to generate a response of 628,977 impressions
- Managed overall online site in order to update show pages and trailers with new photos and information using Dreamweaver CC and HTML documents
- Trained to acquire vast knowledge in a range of media, including DSLR photography & videography in order to better generate new media for shows and the overall institution

Leadership Experience

Communications and Creative Services Consultant

New York, NY

Contract

August 2019 – Present

- Collaborate with clients to develop marketing assets and to further strengthen brand identity. Services include graphic design, social media and advertising management, livestream consulting and production, videography, photography, and other marketing services.

Discovery Advisor Program

Binghamton, NY

Executive Board: Internship Chair

January 2018 – May 2018

- Spearheaded the planning of a semester long internship for 13 students training to become full Discovery Advisors in order for them to succeed at their future positions within the department
- Oversaw a committee of 5 advisors, guiding them to create lesson plans and workshops as well as assist the interns

Education and Honors

Career Foundry

Online Remote Program

User Interface Design Bootcamp, Specialization in Frontend Development

August 2020 – Present

Binghamton University, State University of New York, Harpur College

Binghamton, NY

Bachelor of Arts in Psychology, Minors in Economics and Theatre

Graduated May 2018

London Metropolitan University

London, United Kingdom

Study Abroad Programme

September 2017 – December 2017

Skills & Interests

- **Technical:** Proficient in Microsoft Office, Experience in Adobe CS, incl. Premiere Pro, After Effects CC & Audition
- **Language:** Conversational Cantonese, Elementary French
- **Interests:** Broadway, Traveling, Yoga, Photography