

AMANDA SCHAAR
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www.ajschaar.com
www.ajschaar.com/h2h
www.newfortunetheatre.com

RESUME

Often the bridge between the vast, vital worlds of for-profit business and non-profit art, Amanda offers a uniquely informed intelligence, insight, imagination, and grounded instinct.

BUSINESS STRATEGY AND MARKETING

For-Profit Business Experience Includes:

Lead Senior Campaign Strategist/Copywriter, CIENCE Technologies May 2019-Aug. 2023

- Collaborated on the creation of 10K+ unique campaigns as a strategist, writer, and GTM consultant (industry agnostic).
- Held all “velvet rope” clients, including Salesforce, U.S. Bank, Amazon, Cardinal Health, Harvard, TECHNICOLOR, Dolby, Intel, Gartner, Peet’s Coffee, and Hearst Media (etc.).
- Held all “legal-team-facing” clients (highly risk-averse companies) including Siemens, Nasdaq, and Visa Direct (etc.).
- Successfully took business concepts from ideas to flourishing, multi-million dollar companies, most notably, Raid the Room and Ask Vet.
- Delivered outstanding results and consistently exceeded client expectations.
- Owned client relationships exceeding \$30M YoY.

Director of Campaign Strategy, CIENCE Technologies 2020-2021

- Provided strategic direction and leadership during a dramatic transitional period.
- Successfully managed and coordinated campaign strategies for *all* “outbound” clients.
- Owned oversight for entire portfolio of clients (multi-million dollar portfolio).

Direct Marketing, Freelance 2005-present

- Created compelling content and strategies for national clients including America II and Oracle Sport, and regional clients including Into Theatre (Phoenix), Child’s Play (Chicago), Shakespeare Sedona, and New Fortune Theatre Company (San Diego).

Special Skills

- Strong client relationship skills (“shows so well”)
- Proven proficiency with strategy, execution and analysis
- Superb copywriting and content creation
- Strong understanding of orchestrated, multi-channel strategy
- Solid understanding of CRM software
- An ideal collaborating partner
- Excellent memory and quick learner
- Strong multitasking, strong self-management, strong self-motivation

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CLIENT TESTIMONIALS (for more info, see www.ajschaar.com/h2h)

"I'd work with you again in a heartbeat!" -CMO

"We needed you more than you know!" -CRO

"Next time, I'm only hiring you!" -CEO

"Getting someone with your level of creativity on a project is like hiring Ernest Hemingway to write marketing emails." -Nonprofit

"A great deal of our success has been due to you." -Global Logistics

"We closed every opportunity you sent us. Perfect fits. We learned a lot." -Healthcare

ARTS LEADERSHIP

Non-Profit Arts Experience Includes (by no means fully representative):

ADMINISTRATIVE

Founding Artistic Director, Into Theatre (a children's theatre), 2004-2009
Education Outreach Liaison/Actor Manager, History Museum & Phoenix Theatre, 2008
Director of Education Outreach, Southwest Shakespeare Company, 2008-2009
Executive Assistant, Sedona Shakespeare Academy, 2009-2009
Actor Manager, Child's Play Touring Theatre, 2009-2011
Founding Executive Director, New Fortune Theatre Company, 2014-present

PRODUCER (mainstage)

Richard II, Poor Players Theatre Company
Measure for Measure, Poor Players Theatre Company
Henry V, New Fortune Theatre Company (Craig Noel Awards, Best Direction, Best Lead Actor)
The Birthday Party, New Fortune Theatre Company (Craig Noel Awards, Best Support Actress)
Les Liaisons Dangereuses, New Fortune Theatre Company (Craig Noel Noms, Lights, Actresses)
As You Like It (CRITIC'S PICK)
Public Enemy (Craig Noel Award, Best Lead Actor)

PRODUCER (limited engagements)

1984, New Fortune & SD Public Library
Poe Shoe, New Fortune & SD Public Library
Troilus and Cressida, New Fortune at 10th Avenue
American Monkeys, New Fortune, Library Foundation, and Westminster Peace and Justice
The Dover Panda Trial, New Fortune & SD Public Library (with guest star John de Lancie)

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PLAYWRIGHT, POET, PUBLISHER

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EDUCATION

Arizona State University B.A. Theatre, 3.76 GPA.
Full Academic Scholarship, Full Acting Scholarship
(Double full-ride: full academic and acting scholarships. Graduated with B.A. at 20.)

REFERENCES

Available by request.

BIOGRAPHY

Amanda is a seasoned professional with over 20 years of experience in collaborative strategy across industries; she brings a wealth of knowledge and expertise to the table. She has worked successfully with the leadership of many enterprise logos (including Nasdaq, Dolby, Technicolor, Siemens, Visa, and *many* more) consistently delivering outstanding results.

She has collaborated on the creation of at least 10K+ unique campaigns as a GTM (go to market) strategist, writer, and consultant. She has a unique aptitude for market research and analysis, new audience development, and exploratory campaigns for new concepts and products. She demonstrates equal excellence in both market-facing work and in client-facing collaborations.

Amanda's entrepreneurial spirit shines through her accomplishments, having personally built three successful nonprofit organizations from the ground up (Into Theatre, New Fortune Theatre, and Black Chicken Unlimited Publishing). Similarly, she has taken other founders from discussing business concepts to realizing flourishing, international, new business organizations.

Her extensive background in the arts has honed her skills in understanding and connecting with diverse audiences using compelling narratives and stories above all else. As a professional theatre actress and produced playwright, her classical and experimental work is highly regarded internationally, and has won many competitive and coveted awards (LoveReading Book We Love Award, Craig Noel Award, Chicago Jeff Award, Almost Famous Film Fest Award). Her writing is included in a book of *21st century avant garde performance art* (Germany) and soon to be included in a collection alongside Pulitzer-nominated playwrights (NCT).

Amanda's diverse experiences and track record of success make her a valuable asset in any strategic endeavor. She holds her own in any room.