

# CARLY FISHER

## Theatre Director & Producer Non-Profit Specialist

### PROFILE SUMMARY

Having spent the past 10 years working in the Not for Profit sector with various organisations, Carly has worked across Volunteer Management, Program Development, Fundraising and Event Coordination roles for organisations including Arc @ UNSW, Sydney Theatre Company, Thread Together, Our Big Kitchen and Sydney Festival. Currently she holds the position of General Manager of Charity Champs.

Carly is also the Founder and Director of Theatre Travels, a Sydney based Theatre Production company and reviewing site. Carly is a Theatre Director and Producer with over 17 productions undertaken with Theatre Travels since the company's launch in 2018.

References available on request.

### ACADEMIC HISTORY

#### University of New South Wales

##### MASTER OF PR AND ADVERTISING (MPRA)

- Graduated 2018 with Distinction
- Active member of NUTS (Theatre Society) and appointed Director and Co-Producer of the society's Major Musical, The Addams Family.

#### University of New South Wales

##### BACHELOR OF ARTS (BA)

- Graduated 2016 with Distinction
- Majored in Theatre & Performance Studies, Minored in History
- Completed a semester abroad at The George Washington University in Washington, D.C. USA
- Active member of NUTS (Theatre Society)
- Active volunteer including on a Global Village trip to Cambodia in 2016, with ASPIRE, with The Mob and more.

### COMPETENCIES

- Strong fundraising and NFP event coordination skills
- Detail-oriented
- Writer - active theatre reviewer and blogger
- Proficient with Instagram, Wix, Mail Chimp, Facebook, LinkedIn, Planoly, Canva and other online services



### CAREER SUMMARY

#### General Manager

##### CHARITY CHAMPS (2020-CURRENT)

- Responsible for overseeing all Activations, Programs and Social Enterprises
- Works directly with the CEO on all establishment requirements and new project development
- Works directly with the designers/publicists, Brilliant Logic, on branding, social media strategy, web development and more
- Responsible for revenue-generating program creation for Schools, Corporates and OOSH Centres and associated partnership development and maintenance

#### Managing Director

##### THEATRE TRAVELS (2017-CURRENT)

- Production responsibilities include seeking new works and opportunities, obtaining rights, booking theatres, hiring creatives, casting, budgeting, marketing, promotion, accounts, risk assessments, and more. All promotion for all 17 shows has been done in house.
- Reviewing responsibilities include managing contractors and volunteers, website creation and maintenance, social media maintenance, establishment of relationships with new theatre companies and publicists in more than 11 cities around Australia and the US, editing of all reviews and publishing them to the site, securing of all tickets and distribution to the growing writing team (50+ writers as at June 2021)

#### Producer and Director

##### THEATRE TRAVELS (2017-CURRENT)

- Sole producer for the company since launch in 2018. The company has produced 17 independent productions thus far and created paid opportunities over 80 independent artists in Sydney.
- Produced 2 shows at the 2020 Adelaide Fringe Festival
- Created the NO: INTERMISSION Festival in Sydney. The 2021 festival sold out of all shows prior to opening.
- Director and Co-Director of over 8 productions

#### Content Creator and Travel Blogger

##### THROUGH MY SUNNIES (2020-CURRENT)

- Responsible for all content creation concepts, photography, editing, caption writing and posting for @throughmysunnies\_ which in a year attracted over 9k followers
- Responsible for all site maintenance - instagram & website
- See @throughmysunnies\_ for all content and <https://www.throughmysunnies.net/> for all blogs (new website under construction)

# CAREER SUMMARY CONTINUED

## Philanthropy Coordinator

### SYDNEY THEATRE COMPANY (2017-2018)

- Short Term Contract with Sydney Theatre Company as part of the Development Team, focusing on Legacy Gifts.
- Specific tasks included: database and survey management to profile prospective donors, writing newsletters and distributing through WordFly, event planning and assistance, aiding the events team at opening nights and philanthropy events and working closely with the Major and Legacy Gifts Manager on all tasks. Worked with Tessitura daily.

## Program and Volunteers Manager

### THREAD TOGETHER (2016-2018)

- Responsible for program creation and development for schools, OOSH centres and corporates, as well as volunteering groups.
- End to end marketing (including social media) responsibilities
- Responsible for direct communication & relationship building with key charities
- Contributed to the onboarding of charity partners to new shopify site that lead to TT growing nationwide
- Assistance in coordination of large scale fundraisers and day to day activities.
- Executive assistant jobs including preparing for events, board meetings and inter-agency communications to manage partnerships with donors and recipient charities, etc.

## 'Phil' (Philanthropy) Coordinator

### ARC - UNSW STUDENT LIFE (2016-2017)

- Responsible for the planning and event management/execution of small and large scale fundraising events throughout the year including a Charity Benefit Concert and a 24 hour marathon (the fun-a-thon) of activities
- Responsible for the selection, training and coordination of volunteers and student leaders
- Responsible for sourcing sponsorship and major donations
- Partnership management with supported charity - Sydney Children's Hospital, Randwick
- Under Carly's leadership, the group raised over \$78,000 for the Children's Hospital in only its second year of operation

## Volunteer Coordinator

### SYDNEY FESTIVAL (2017-2018)

- Volunteer Coordinator - Sydney Festival, under the management of Event Team Work
- Worked on all administrative duties in the 4 months leading up to Sydney Festival and then throughout January's festival that pertained to Volunteers, including; recruitment, group assignment, training assignment, email communications, newsletters and attendance at mandatory event briefing. Worked on site throughout the festival directly with volunteers.
- Responsible for scheduling, onsite assistance for volunteers, complimentary ticket requests and distributions, onsite communication.
- Worked with a number of systems including Cervis, MailChimp, Google Forms, Asana and more

## Global Village Coordinator

### ARC - UNSW STUDENT LIFE (2015-2016)

- Coordinated volunteer trips for students to volunteer in Cambodia, Vietnam, India, Laos, Sri Lanka, Nepal and Thailand. Over the year, 14 individual groups were sent with 7 different organisations.
- Responsible for the engagement, recruitment and training of all volunteers
- Responsible for vetting all charities, ensuring that none of our partners simply engaged in voluntourism but instead genuinely needed the assistance of volunteers
- Organised all travel relating to the trips including flights
- Completed comprehensive risk assessments submitted to the University
- Created opportunities for fundraising to assist students in their fundraising goals to be donated to the organisations
- Trained students in cultural awareness matters, in country safety and fundraising.

## The Mob Coordinator

### ARC - UNSW STUDENT LIFE (2013-2014)

- Organised, coordinated and led over 20 events and day trips designed to integrate international, interstate and rural students into Sydney and UNSW life.
- Responsible for budgeting and documenting of expenditure, as well as marketing and promotion of the program and individual events.
- Required strong command of cross-cultural communication and consideration
- Required a detailed knowledge of Sydney and its surrounds to create meaningful experiences
- Responsible for the creation of strong relationships with local businesses.

## OTHER PROFESSIONAL EXPERIENCE

- Contract Online Marketing Creator (website, social media), Admin Assistant and Event Assistant - The Clake Group (2013-Present)
- Receptionist and Administrator - Bupa Cremorne (2011-2018)
- Customer Services Representative - Sydney Theatre Company (2017)
- Event Coordinator and Administrator - Our Big Kitchen (2012-2016)

## INTERNSHIPS & SECONDMENTS

- Marketing and Advertising Internship, ACMN (2017-2018)
- Company Management Secondment, Gordon Frost Organisation (2017)
- Production Assistant, Michael Seiders Presents (2017)
- Publicity Internship, Ian Phipps Publicity (2017)

## NOTABLE VOLUNTEER WORK

- Restore One, Cambodia - Education & Alleviation of Poverty
- Hayes Theatre Co - Arts and Culture
- UNSW ASPIRE - Educational Equality
- Blitz Contributor, UNSW - Arts and Culture
- Aussie Theatre Reviewer - Arts and Culture

## CONTACT INFORMATION

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