

Maraika Lumholdt

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Education

Carnegie Mellon University
Master of Arts Management

Expected May 2023
Pittsburgh, PA

Relevant courses: Arts Enterprises Structures & Strategies, Arts Marketing & PR, Individual & Institutional Fundraising, Project Management, Production Personnel Management, Producing a Performing Arts Season

University of Minnesota
Bachelor of Science, Business – Major: Marketing

May 2018
Minneapolis, MN

Relevant Experience

Chatham Baroque & Renaissance Baroque
Marketing & Operations Intern

December 2021-Present
Pittsburgh, PA

- Responsible for all box office operations for up to 300+ patrons per concert
- Run social and e-mail marketing channels to achieve consistent, frequent brand-audience interactions to an audience of over 5,000
- Spearheaded donation and ticketing data cleanup & organization to seamlessly transition to a new database, and currently maintain Bloomerang database for the entire organization
- Analyze subscription retention and churn metrics for more effective grant applications and post-grant reports

Hedgepig Ensemble Theatre
Digital Marketing Strategist Volunteer

August 2020 – Present
Remote

- Secured Google Ads Grant, unlocking \$10,000/month in funding for digital marketing
- Implemented & maintain Google Analytics, deploying tagging on site actions to quantify impact of initiatives
- Created Google Ads program & currently run Google, Facebook, and Instagram organic and paid efforts to build and capture demand for Expand the Canon project, which brings awareness to gender-marginalized playwrights

The New Group
Strategic Planning Intern

May 2022-August 2022
New York, NY

- Designed, organized, and facilitated Jim Collins Strategic Visioning workshops for full staff, resulting in the creation of organizational core values, core purpose, and goal statements
- Facilitated six team planning meetings, and synthesized and circulated outcomes to formalize team goals in line with organizational strategy
- Created financial models to evaluate future organizational surplus/deficit in two different strategic scenarios

Ovative Group
Manager

June 2021 – September 2021
Minneapolis, MN

- Achieved 100% client retention by building strong client relationships through frequent written and verbal communication, responding to and prioritizing client needs
- Synthesized complex data into digestible action items for regular client meetings
- Developed inaugural training program for new hires of all levels, delegated tasks, and managed training completion timelines to standardize practices & ensure flawless execution

Senior Analyst

February 2020 – May 2021

- Led account audit, recommendation implementation, and presentation of findings to VPs of Marketing and Customer Strategy to improve media efficiency by 23% in one month

Analyst

July 2018 – January 2020

- Analyzed channel-level data across search & affiliate marketing channels to make strategic investment decisions, regularly presenting reporting insights to clients

Skills

Microsoft Excel | Adobe Analytics | R and R Studio | Asana | Bloomerang | Google Data Studio | Google Ads Search | Google Tag Manager | Google Analytics | Microsoft Project | QuickBooks | ShowClix | Intermediate French Proficiency