

LAUREL D. BEATTY

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EDUCATION

Carnegie Mellon University

Pittsburgh, PA | May 2018

Master of Arts Management

H. John Heinz III College

Carnegie Mellon University

Pittsburgh, PA | May 2017

BFA Music Management & Production

College of Fine Arts

ACTIVITIES

CMU Student Advisory Council

Pittsburgh, PA | Sept 2018 - Present

Alumni member providing guidance to Dean of Students to enhance the quality of life for university's students.

Highland Ambassador

Pittsburgh, PA | Mar 2015 - May 2018

Member of student alumni association charged with creating and maintaining an engaged student-alumni community.

SKILLS

Event Planning

Project Management

Fundraising

Social Media

MailChimp

Google Ads

Asana

Airtable

Microsoft Excel

Microsoft Access

Microsoft Project

ProTools

Finale

INTERESTS

Saxophone

Musical Theatre

Sticky Notes

Mini Golf

Dad Jokes

Skiing

Board Games

EXPERIENCE

Chatham Baroque, Inc. | Project Manager

Pittsburgh, PA | September 2017 - Present

- Facilitated operational transition through the merger of Chatham Baroque and Renaissance & Baroque
- Designed and implemented new systems for patron management and employee project management
- Supported merger through marketing and branding efforts, resulting in a 34% increase of overall subscription sales
- Assisted with a dual voluntary financial audit of merged organization

Sing For Hope | Pittsburgh Pilot Leader

Pittsburgh, PA | January 2018 - Present

- Ran successful pilot of community outreach program to evaluate feasibility of expanding the organization's reach beyond its New York City flagship location
- Coordinated with staff in New York City and constituents in Pittsburgh to recruit artist partners, facilitate orientations, and schedule and oversee programs at partner venues
- Adapted Project Leader Handbook and other tools for more effective use in future program expansion

Tranquillo Music Spa | Founder & Logistical Coordinator

Pittsburgh, PA | October 2015 - Present

- Conceptualized and managed therapeutic and immersive concert experience focused on fostering connections and promoting a sense of well-being
- Received \$2,500 grant after co-writing proposal for interdisciplinary and boundary-breaking initiatives
- Wrote and utilized project plan for the establishment of LLC and business structure

University of South Carolina: Spark Laboratory | Special Projects Intern

Columbia, SC | May 2017 - July 2017

- Served as an Associate for the 7 day SAVVY Arts Venture Challenge workshop
- Devised year-long social media plan to improve reach and strengthen alumni relationships
- Strategized plan to develop music entrepreneurship resources for USC music students

Carnegie Mellon University Student Affairs | Head Orientation Counselor

Pittsburgh, PA | January 2016 - January 2017

- Planned, facilitated, and led counselors through 9-day orientation program for 1,500 first-year students comprised of approximately 200 events designed to instill incoming students with a sense of belonging within the Carnegie Mellon community
- Worked directly with university professionals to conceive and coordinate 7-day counselor training to equip staff with knowledge of university resources and tools for meaningful engagement
- Interviewed over 300 students in an intensive process to select staff of 140 counselors

SPECIAL AWARDS & PROJECTS

Heritage Scholarship Campaign | Founder

Pittsburgh, PA | August 2015 - May 2016

Founded a fundraising campaign with 3 other students, raising over \$170,000 via direct donations and matching funds to endow the first substantial merit scholarship for the Carnegie Mellon School of Music

Carnegie Mellon University 50th Anniversary Celebration | Featured Founder

Pittsburgh, PA | Fall 2017

Selected by Carnegie Mellon University as one of 23 featured individuals recognized as founders, innovators, and leaders within their fields during the school's yearlong 50th anniversary celebration.

Andrew Carnegie Society Scholar | Award Recipient

Pittsburgh, PA | September 2016 - May 2017

One of 40 students selected from graduating class of 1400+ based on high standards of academic excellence combined with volunteerism, leadership, and involvement in student organizations