

Rachel Anne Stiles

(224)323-3360 | hello@rachelannestiles.com | www.rachelannestiles.com

OBJECTIVE

Results-oriented theatre professional with a strong background in theatre, opera, and Broadway in Milwaukee seeking a career transition into administration, business, and sales. Leveraging my unique blend of organization skills, project management, and a proven ability to work with diverse stakeholders. Dedicated to contributing to broader success of an organization through impact-driven administration and business expertise.

SKILLS AND PLATFORMS

Content Strategy:

Project Management: Google Workspace, ClickUp, Canva, Slack, Contentful

Social media: Facebook pages, Instagram, TikTok, Pinterest business, Youtube creator studio, Snapchat Business, Capcut

- Content strategy development and implementation.
- Brand storytelling and longform content creation.
- Affiliate marketing and monetization techniques.
- Familiarity with Google Analytics for performance tracking.
- Planning and organizing content themes and schedules, using platforms such as Canva and Planoly for optimization

Website Building

Fluent with: Wix, Squarespace, BigCartel, Etsy/Pattern, Ning

Integrations: Convertkit, Printful, Stripe

- Developed and designed websites to showcase products, services, and personal branding.
- Implemented user-friendly navigation, attractive layouts, and responsive designs.
- Integrated e-commerce functionality and optimized online shopping experiences.
- Utilized SEO best practices and Google Analytics to improve website visibility and drive organic traffic.

Professional Affiliations

IATSE Local #777 Member

Chicago Artist Guide Artist Board Member

Education

Hampshire College, Amherst, MA — Bachelor of Arts (2012). Concentrations: Theatre, Voice and Music History.

EXPERIENCE

Administrative/ Customer Service

Desk Host/PR, Kenosha Academy of Performing Arts, Kenosha, WI. October 2021- March 2022

- Managed lead tracking through various channels and successfully closed sales using a comprehensive 5-point sales approach.
- Developed and implemented a Parent of the Month program, increasing client engagement.
- Proactively engaged with customers through check-in calls, curated welcome packages, and follow-up texts.
- Utilized social media to optimize digital visibility and track metrics.
- Acted as a liaison between parents, staff, and teachers, facilitating effective communication and resolving concerns.

Business/Website

Owner/Founder, Stage Creatives Network. June 2022- Present

- Created and curated free value content targeting arts and theatre professionals.
- Utilized trending audio memes and storytelling techniques to engage and entertain audiences.
- Primarily focused on TikTok, Instagram, and LinkedIn platforms.
- Implemented a monthly theme-based content strategy, incorporating story-driven elements and CTAs.
- Grew email newsletter subscriber list from 10 to 190 within one year.
- Successfully onboarded an affiliate and collaborated with guest artists on workshops and Instagram Live sessions.

Retail/Sales

Market Trainer, CoverFX Skin Care Inc. (September 2015 – Jan 2019)

- Served as brand ambassador for over 10 Sephora locations throughout Chicago/Milwaukee/Madison metro areas.
- Oversaw Sephora cast member training in new and featured products.
- Consistently exceeded high ticket sales goals and provided accurate sales reports and inventory updates to Account Executives

Key Holder/Floor Leader, LUSH Old Orchard, Skokie, IL (May 2013 – March 2015)

- Assumed managerial responsibilities, including opening/closing tasks and schedule management.
- Participated in budget meetings and coordinated sales goals, contests, and schedules.
- Facilitated training activities and mentored new sales associates.
- Organized hiring parties and group interviews, actively contributing to the hiring process.
- Implemented employee engagement activities to promote shop sustainability

Theatre Design

- Collaborated with the other design team departments to follow through on the director's vision
- Oversaw budgets and created receipt reimbursement spreadsheets
- Created and implemented multiple character designs for wigs and makeup at the same time, adhering to pre-approved deadlines.

WIGS AND MAKEUP DESIGNER, NORTHEASTERN ILLINOIS UNIVERSITY OPERA THEATRE (February – March 2020)

HAIR AND MAKEUP CO-DESIGNER, MUSIC THEATER WORKS (August 2019)

Theatre Run Crew

- Juggled multiple projects and shows at one time.
- Assisted with hair, makeup, wigs and wardrobe changes and determined the needs of singers and actors.
- Assisted with build and shop tasks, such as cleaning, maintenance, and construction of wigs and hairpieces.

WIG AND MAKEUP CREW, LYRIC OPERA OF CHICAGO (February 2019 – present)

DRESSER + HAIR AND MAKEUP RUN CREW LOCAL 777, BROADWAY IN MILWAUKEE (April 2018- present)

WIG & MAKEUP CREW, FLORENTINE OPERA (October 2017 – present)

WIG AND MAKEUP ASSISTANT, HAYMARKET OPERA (June 2021)

WIG AND MAKEUP ASSISTANT, MUSIC THEATER WORKS (December 2016 – December 2019)

HAIR AND MAKEUP ASSISTANT, NORTHWESTERN UNIVERSITY OPERA THEATRE (November 2019)

WIG ASSISTANT, MILWAUKEE REPERTORY THEATRE (October – November 2018)