

# LETA MARCELLUS

## PRODUCER & MARKETING MANAGER

New York City | letamarcellus@gmail.com | @letamarcellus

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### SUMMARY

NYC-based theatre producer and marketing specialist dedicated to helping new stories connect with audiences. Known for being personable, collaborative, and calm under pressure. I bring adaptability and professionalism to fast-paced creative environments with eagerness to quickly learn new things.

### PROFESSIONAL EXPERIENCE

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#### Co-Founder/Producer/Marketing, *PICKPOCKET PROJECT* NYC, Jan 2024 - Present

- Organize and market events, workshops, and classes while managing all social media accounts.
- Lead community outreach and cultivate relationships with donors and partners.
- Plan and manage crowdfunding campaigns from concept through execution.

#### Marketing Manager, *BIG WAVE by Daniely Martins* NYC, June 2025 - Present

- Develop production messaging and create all social media and promotional content.
- Lead outreach to producers, donors, and potential audience via email and social media.
- Track, analyze, and report ticket sales and social media engagement.

#### Rehearsal Stage Manager, *Cia Mala Idea* Barcelona, Oct 2024

- Manage the rehearsal room and maintain clear communication with the company manager.
- Create rehearsal reports and track technical needs and blocking.
- Support smooth daily operations in a fast-paced rehearsal environment.

#### Crew Member, *New York Classical Theatre* NYC, May - July 2024

- Collaborated with a small team to keep performances running smoothly across shifting outdoor locations.
- Set up and broke down equipment daily, adapting quickly to each new environment.
- Followed run sheets, assisted with quick changes, and communicated actor needs to management.

#### Audience Services, *The Public Theater* NYC, May 2023 - Present

- Provide box office assistance, ushering support, and ADA-trained accessibility service.
- Act as the first point of contact for patrons, resolving concerns promptly and professionally.
- Collaborate with a large team to maintain a welcoming and efficient front-of-house environment.

### SKILLS

Canva Design  
Meta Business Suite

Office & Google Programs  
Photography & Content Making

Leadership Experience  
Arts Management

### EDUCATION

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Bachelor of Fine Arts in Theatre, Southern Oregon University

Graduated Dec 2021

### REFERENCES

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**Caroline Pastore**  
Broadway Production Manager  
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**Sierra Gamble**  
Broadway Cares/Equity Fights  
AIDS Associate  
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