

EXECUTIVE SUMMARY

Marketing and revenue-growth leader with 20+ years driving audience acquisition, ticket sales, subscriptions, and donor engagement for arts and nonprofit organizations. Combines creative strategy with performance marketing, pricing innovation, and data-informed campaign optimization to increase attendance, conversion, and retention. Proven record of increasing attendance, growing donor participation, developing award-winning publications, and managing creative teams. Equally effective as a strategist and hands-on creator. As Director of Public Relations for the Hugh Hodgson School of Music at UGA, these skills have led to a metrics-based approach to growth and storytelling.

CORE COMPETENCIES

Leadership and Audience Development

- Audience Acquisition & Retention
- Revenue & Pricing Strategy
- Brand Strategy & Creative Direction
- Campaign Development
- Project & Workflow Management
- Stakeholder Collaboration
- CRM & Data-Informed Outreach

Content and Design Development

- Copy writing & Editing
- Graphic Design (Adobe Creative Suite, Canva) Website, Digital Content, and Social Media Strategy
- PR & Media Relations
- Email Marketing
- Publication Design

PROFESSIONAL EXPERIENCE

Director of Public Relations

University of Georgia Hugh Hodgson School of Music (HHSOM); October 2022 - present

Lead all marketing and communications for top-tier research university School of Music, supporting recruitment, donor engagement, national reputation, and local performance attendance. Strategize with the Franklin College of Arts and Sciences to ensure unit-brand alignment with college-wide initiatives.

- Increased HHSOM concert ticket revenue by 46% and overall attendance by 25% in the first year by redesigning email strategy, audience segmentation, social campaigns, and targeted advertising tied directly to ticket conversion.
- Joint communications strategy with Development Associate led to meeting and exceeding our projected annual giving goal by 40% in the last fiscal year. This year's projections have nearly met last year's stretch goals six months into this fiscal year.
- Targeted integration of ticket sales data into donor communication strategy have increased local targeted ticket outreach by 200% and expanded and refined donor mailing and email lists by 25%..
- Collaborated with box office and development to align pricing strategy with demand trends and presale behavior. This option was further expanded to include Dance and Theatre this fiscal year.
- Conceived, developed and produced the inaugural *Franklin College Fine & Performing Arts Season Brochure (FPA Brochure)* in collaboration with five academic units and Franklin communications team.
- *FPA Brochure* saw an increase in ticket sales for all areas, including a 100% increase in pre-sales for Dance and Theatre, as well as both areas overselling their first shows of their season.
- Tracked and reported KPIs including ROI, conversion rate, and cost-per-acquisition to inform campaign adjustments and budget allocation.

Director of Public Relations- UGA HHSOM (continued)

- Created, designed, and launched *Sforzando*, the School of Music's donor and alumni magazine.
- Streamlined unit-level marketing resources, consolidating social media and coordinating multi-area ad campaigns for more efficient coverage across disciplines.
- Supervised student communications team (graduate and undergraduate), expanding daily content output, concert photography coverage, and now developing WUGA radio voiceover spots.
- Served on several key committees including the search committee for the new Director of HHSOM and the new Franklin College website audit and upgrade project.

Office Manager and Graphic Designer

Bethany United Church of Christ, March 2009 - August 2018

- Designed website and developed an outreach plan to increase attendance and community engagement.
- Implemented online giving platform for the congregation to increase giving and cultivate growth.
- Created bulletins and print materials for weekly services.
- Event planning and implementation, including eight years of the Annual Living Nativity.
- Managed administrative operations, including scheduling, organization, and congregant communications.

Marketing Coordinator

Minnesota Jewish Community Center (formerly Sabes JCC); May 2005 - May 2008

- Managed all marketing and communications for 20 program departments and the broader community center, from advancement event invitations, Jewish Arts and Humanities programming and ticket sales, Early Childhood and Camps, as well as a robust Health and Fitness Center.
- Oversaw major branding process with an external design firm and developed new materials aligned with the updated identity, including a redesigned newsletter and arts brochure.
- Received the JCC Association of North America 2008 Award for Excellence in Communications following the launch of our revised newsletter and annual report.

Graphic Designer

University of Minnesota, 2002 - 2003 | University of Nevada, Las Vegas, 2000 - 2001

Illinois Wesleyan University, 1997 - 2000

- Create programs and marketing materials for performances

Freelance Graphic Designer & Brand Consultant

2000 - present

Provide branding, design, and creative direction for clients in nonprofit, arts, corporate, and professional services sectors. Clients include: Balancing the Stage (Opera Stage Directors Network); Daniel Ellis - Stage and Opera Director; branding and presentation advisor for the 2021 recipient of the Opera America Robert L. B. Tobin director/design prize; American Organization of Nursing Leadership (AONL) Foundation; Toto Tours; ComedySportz Chicago; Minneapolis Musical Theatre; A Matter of Style Salon and Day Spa.

SHAUN BAER

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CREATIVE & ENTERTAINMENT WORK (selected)

June, 1998- present (related resumes available upon request)

AEA and SAG-AFTRA performer with 60+ stage, film, television, and commercial credits, including Minnesota Opera. Creator of award-winning short films and digital series with production, writing, and casting experience.

Selected Creative Achievements:

- Series Regular on Nickelodeon animated series "Bossy Bear," which was nominated for a GLAAD award.
- Creator/Writer/Executive Producer of Heart of Stone (2020–2023), a 15-minute original short film screened at multiple festivals.
- Creator/Writer/Executive Producer of digital series Humane Resources (2013–2015)

AWARDS & FESTIVALS

Film & Screenwriting:

- Festival Favorite – Cinema Diverse: Palm Springs LGBTQ+ Film Festival (2023, 2014, 2013)
- Director's Choice – Cinema Diverse (2023)
- Best Cast – Web Series Festival Global (2016)
- LA Queer Film Fest (2024) • LA Indie Film Fest (2015) • Austin Web Fest (2015)

Communications:

- JCC Association of North America – Award for Excellence in Communications (2008)

AFFILIATIONS

- AEA (Actors' Equity Association) • SAG-AFTRA • AIGA (American Institute of Graphic Arts)
- Pride Films and Plays Company Member (2016–2018)
- Babes With Blades Theatre Co. Board Member (2014–2016)
- RIMON Jewish Arts Council Board Member (2005–2007)

SOFTWARE & TECHNICAL SKILLS

Microsoft:

- Word
- Excel
- PowerPoint
- Outlook
- Teams

Adobe Creative Suite:

- InDesign
- Photoshop
- Premiere
- Illustrator
- Acrobat

Website Design:

- WordPress
- Drupal
- Squarespace
- Wix
- HTML, CSS, & PHP

Other:

- Google Analytics (GA4)
- Meta Business Suite
- Google Ads (basic/working knowledge)
- CRM & ticketing systems (GAIL; Tessitura-adjacent workflows)
- MailChimp and related email editors

EDUCATION

Bachelor of Fine Arts, Music Theatre - Illinois Wesleyan University (2000)

PORTFOLIO LINKS

Shaun Baer Design Portfolio: shaunbaer.com/print-design-portfolio

University of Georgia HHSOM Programs and *Sforzando* Magazine Collection: issuu.com/ugamusic

References available upon request. Supporting materials provided upon request.