



# Alida Lowe

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## ○ Profile

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Alida Lowe is an artist who works across disciplines as a producer and manager. Her experience in the arts includes professional, volunteer, and educational work with collaborators and colleagues in virtually every artistic discipline. Alida is legally entitled to work in both the United States and Canada.

## ○ Education

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- **California Institute of the Arts (CalArts);** Valencia, California  
MFA in Producing, 2009
- **New York University, School of Continuing and Professional Studies;** New York, New York  
Certificate in Arts Administration, 2006
- **Rocky Mountain College;** Calgary, Alberta  
BAR in Theatre Arts, 2004

## ○ Work Experience

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**burnt thicket theatre;** Calgary, Alberta **2011-present**  
**Producing Director**

- Worked with Artistic Director to plan and articulate company directives, strategic planning, growth, and individual projects.
- Oversaw budgets, contracts, and fundraising initiatives.
- Was instrumental in the planning and production of theatre shows, tours, readings, and events.

**Estuary Creative;** Calgary, Alberta **2010-present**  
**Co-Founder and Partner**

*Estuary Creative provides creative services to arts organizations in the Calgary area. We work to contribute to the city's artistic growth by using our skills in performance, production, and management to partner with organizations that are doing innovative, bold, and creative work in the community. Some of the companies that Alida has worked with since the company's founding in January, 2010, include:*

- **Calgary Arts Development** ([www.calgaryartsdevelopment.com](http://www.calgaryartsdevelopment.com)) Worked with the Community Investment team to process grant applications and facilitate decisions around funding; worked with the Marketing and Communications team on access to updated arts information; participated in the planning of 2010's Culture Month; was the assistant project manager for Calgary's bid to be Cultural Capital of Canada in 2012.
- **DelTech Productions** ([www.deltechproductions.com](http://www.deltechproductions.com)) Worked as a Marketing consultant to create strategies around marketing and communications; more effective client services; and stronger, more specific goals for growth.
- **burnt thicket theatre** ([www.burntthicket.com](http://www.burntthicket.com)) Worked as Associate Producer for the world premiere of *She Has a Name*, which premiered to excellent reviews and sold-out houses in Calgary in February, 2011.

**Public Affairs Office, California Institute of the Arts;** Valencia, California **2008-2009**  
**Media Relations Assistant**

- Collected all digital media mentioning CalArts or REDCAT (Roy and Edna Disney/CalArts Theater) and compiled internet mentions into a weekly report.
- Wrote and distributed press releases, internal media memos, event listings, and other media and public relations materials; pitched stories to local media outlets and maintained contact with reporters.
- Assisted with research, maintained press contact database, and other office duties on various projects.

**Coffeehouse Theater, California Institute of the Arts;** Valencia, California **2008-2009**  
**Resident Producer**

- Oversaw marketing, fundraising, submissions, and presenter relations as curatorial producer of a performance and exhibit space for inter-disciplinary, student-generated work, presenting over 30 events during the academic year.
- Wrote grant proposals, organized other sources of funding, and oversaw the commissioning of a new logo and associated merchandise.
- Was the first point of contact for all applicants and performers, overseeing their time in the Coffeehouse, including signing contracts, liaising with technical staff, and assisting with marketing.
- Created the infrastructure for all Coffeehouse submissions to be received online, moderated web content, and created a Coffeehouse web presence. (See [www.theatercalarts.com/coffeehouse](http://www.theatercalarts.com/coffeehouse))

**Calgary Arts Development;** Calgary, Alberta **2009**  
**Arts Development Intern**

- Assisted with planning and production of the Mayor's Evening for Business and the Arts, working closely with Paradox Productions and on the event's steering committee to coordinate and oversee an awards gala and related activities.



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- Coordinated planning, production, and promotions tasks for events and initiatives related to Calgary's September Culture Month celebrations.
- Assisted with website content and PR for the launch of CalgaryCulture.com, a new online arts events portal, including moderation of all listings submitted during the first two months after the site's launch.

**Roy Gabay Productions;** New York, New York

**2006**

## Office Intern

- Completed office tasks related to the production of Broadway and Off-Broadway shows.
- Created "contract bibles" for shows, dealt with union paperwork, and was entrusted with the handling of sensitive and confidential documents on a regular basis.
- Assisted company managers in day-to-day duties throughout the pre-production, rehearsal, performance, and post-show time periods.

## Selected Production Credits

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<i>She Has a Name</i> (World Premiere)	Associate Producer	burnt thicket theatre	Stephen Waldschmidt	2011
2009 Mayor's Evening for Business & the Arts	Assistant to the Producer	Calgary Professional Arts Alliance & Paradox Productions	Patti Pon	2009
<i>2008 Canadian Badlands Passion Play</i>	Production Manager	Canadian Badlands Passion Play Society	Randall Wiebe, Royal Sproule	2008
<i>Waiting for Lefty</i>	Producer	CalArts	Gina Belafonte	2009
<i>John Gabriel Borkman</i>	Producer	CalArts	Maureen Huskey	2009
<i>The Seagull</i>	Producer	CalArts	Kyung-Taek Oh	2008
<i>Halo</i> (Western Canada Premiere)	"Lizzie"	Fire Exit Theatre	Wanda Reinholdt	2006
<i>Under A Bridge, Along A River</i> (World Premiere)	Assistant Director & Production Manager	Fire Exit Theatre	Wanda Reinholdt	2005

## Skills and Certifications

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- Grade 10 Piano, Toronto Royal Conservatory of Music
- Experienced in Microsoft Office 2007, Adobe Creative Suite 4, Wordpress.org, Joomla!, social media, etc.

## Awards and Recognitions

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- Recipient, Alberta Foundation for the Arts Individual Training Grant
- Three-time Recipient, CalArts Merit Scholarship