

SARA KEATS

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PERSONAL STATEMENT

I am a marketing and communications professional, content strategist, and scholar interested in digital identities, narrative frameworks, and interdisciplinary approaches. I have a background in dramaturgy, or storytelling consulting for theatre. In graduate school, I hope to examine how identity is performed in digital spaces, and how brands perform progressivism.

EDUCATION

Masters of Communication - Digital Media
University of Washington

Beginning Fall 2020

Bachelor of Humanities & Arts (BHA)
Carnegie Mellon University

Graduated 2013

Dietrich College of Humanities and Social Sciences
College of Fine Arts

GPA 3.85

Capstone: *Gefilte Fish Love Song: Food, Memory, and Meaning in My Jewish Experience*
Advisor: Sharon Dilworth

English, Creative Writing Concentration
Thesis: *The First Half of Everything: Poems*
Advisor: Yona Harvey

Drama, Dramaturgy Concentration
Thesis: Dramaturgy, research, and writing on *The Rivals* by Richard Sheridan, directed by Annie Tyson
Advisor: Dr. Michael Chemers

AWARDS AND HONORS

Nagin Award for Outstanding Undergraduate Thesis in Creative Writing	2013
Adamson Award for Poetry	2012
Adamson Award for Scholarly Writing (for "Art or Commodity: Different Approaches to Discussing the Performed Identity of the Tourist")	2011
Adamson Award for Scholarly Writing (for "The Last Bulwark": The Role of Jewish and Catholic Minorities in Pittsburgh in...the Great Depression")	2010
Adamson Award for Fiction (for "Whammy")	2011
Dean's List	2009-2013
Andrew Carnegie Society Legacy Scholar	2009-2013
University Honors	2013

Dietrich College Honors	2013
BXA Intercollege Honors	2013
Senior Leadership Recognition Award	2013

SELECT PROFESSIONAL EXPERIENCE

Blink UX

Marketing Manager Jan 2018 – Present

- Develop and support strategy and execution of marketing and communications for Blink, an award-winning user experience research and design firm, including event direction, social media strategy, and press
- Served as a content strategist for 2018 rebrand project
- Promote and own brand identity for Blink, and Blink sub-brands: Insight Space, a market research division, and ConveyUX a bi-annual conference

Various

2013 – Present

Freelance Dramaturg

- Production dramaturgy for: Seattle Public Theatre, Seattle Opera, Village Theatre, Sound Theatre Co., Seattle Shakespeare Theatre
- Consult with playwrights, including: Danielle Mohlman, Sam Hamashima, Melissa Brown, Seayoung Yim
- Script reader for: South Coast Repertory Theatre, The Public Theatre (NY), The Playwrights Center

Umbrella Project

Co-founder and Director of Dramaturgy

Feb 2017 – Present

Lead Dramaturg

Jun 2015 – Present

Director of Marketing

Jun 2015 – Feb 2017

- Co-founded organization; led mission and brand development for non-profit new play/storytelling consultation non-profit
- Managed dozens of co-produced workshops and productions
- Facilitated 2018 writers group and produced reading series
- Communications strategy for seed crowdfunding, exceeded \$20K goal

Encore Media Group

Marketing Manager

May 2016 – Jan 2018

Marketing Project Coordinator

Oct 2015 – May 2016

- Developed and implemented marketing communications plans for Encore Arts Programs in Seattle and the Bay Area and City Arts, Seattle's arts and culture magazine, to achieve business-to-business and business-to-consumer objectives
- Managed sales enablement program and client communications
- Collaborated with City Arts editorial staff on events, programs, and digital content

The National Nordic Museum

Communications Coordinator

Sep 2014 – Jun 2015

Aug 2014 – Sep 2014

Communication Associate

- Lead marketing department for a cultural museum with a \$6M operating budget
- Wrote and executed the marketing plan, including advertising, PR, events, and social media strategy
- Managed graphic designer and mentored marketing interns

Seattle Repertory Theatre

Dramaturgy Research Assistant (Freelance)

Dec 2016

Writers Group Showcase Production Assistant

May 2014 – Jun 2014

Artistic Intern (Literary)

Sep 2013 – May 2014

- Organized and reviewed in-coming new scripts, assisted stage directors, provided general support for the artistic department
- Managed the writers group, organizing readings and events, and supported company management and events
- Provided dramaturgical support in the form of in-depth research and writing for productions

Signature Theatre Company

Literary Intern

May – Aug 2013

- Assisted the Literary Director, Literary Associate and Literary Fellow, researched for productions
- Proofread Signature Theatre publications and other materials
- Managed NYPL account and organized in-house library

Williamstown Theatre Festival

Literary Intern

Jun – Aug 2012

- Assisted with dramaturgical research for the 2012 season
- Wrote and revised program notes in collaboration with the Literary Director and Literary Associate
- Lead dramaturg on *The Valley of Fear* by Arthur Conan Doyle, adapted by Steve Lawson, directed by Lila Neugebauer
- Read and evaluated scripts for the Weissberger Award, and supported the Fridays@3 reading series

The Carnegie Mellon University Press

Poetry Manuscript Reader

2011 – 2012

- Read and evaluated poetry manuscripts for the Carnegie Mellon University Press during the 2011 – 2012 open submission season

Fishamble: The New Play Development Company (Dublin, Ireland)

Literary Intern

Jun – Aug 2011

- Read incoming, unsolicited scripts for Fishamble, a new play development company in Dublin, Ireland
- Supported new play programs and summer productions, including the multi-venue immersive theatre event *The End of The Road* by Gavin Kostick, directed by Louise Lowe

Poetry Ireland Review (Dublin, Ireland)

Publishing Intern

Jun – Aug 2011

- Assisted with matters pertaining to the *Poetry Ireland Review* such as logging submissions and supporting the in-progress edition
- Supported digital content, including the events, news, and competitions sections of the website

STUDENT LEADERSHIP

The Oakland Review (Literary Journal)

Poetry Editor	2012–2013
Editor-in-Chief	2011–2012
Assistant to the Editors-in-Chief	2010–2011
Staff	2009–2010

The Cut (Music Magazine)

Copy Editor and Staff Writer	2009–2013
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SKILLS

Content strategy, development, and editing
 Social media strategy and implementation
 Equity, diversity, and inclusion training
 Public speaking training
 English (Native); Spanish (Beginner); French (Beginner)

SELECT PRESENTATIONS AND TEACHING EXPERIENCE

Instructor, Storytelling in History — National History Day Workshop <i>Open Window School</i>	Oct 2019
Panelist, “Developing New Work in Seattle” <i>Dramatist Guild, Seattle Chapter</i>	May 2019
City Facilitator (Seattle), The Dramaturgy Open Office Hours Project	Apr 2015 – Dec 2017
Panelist, “Developing New Work in Seattle” <i>Cornish College of the Arts</i>	2015, 2016, 2017
Co-Presenter, “Applying Start-Up Methodology to New Play Development” <i>Literary Managers and Dramaturgs of the Americas (LMDA) Conference</i>	June 2016
Moderator, “Rethinking the Shape of Theatre” Panel <i>Literary Managers and Dramaturgs of the Americas (LMDA) Conference</i>	June 2016
Instructor, Ghostlight Forum for Undergraduate Dramaturgy Concentration <i>Carnegie Mellon University, School of Drama</i>	2012–2013

- Presenter, “‘The Last Bulwark’: The Role of Jewish and Catholic Minorities in Combating the Plight of Working-Class Immigrants During the Great Depression in Pittsburgh, Pennsylvania” Jan 2012
2012 Hawaii International Conference on Arts and Humanities
- Presenter, “Art or Commodity: Different Approaches to Discussing the Performed Identity of the Tourist” Jan 2012
2012 Hawaii International Conference on Arts and Humanities

SELECT RESEARCH EXPERIENCE

- The Thanksgiving Play* by Larissa Fasthorse (Northwest Premiere) Oct 2019
 Directed by Kelly Kitchens
 Produced: Seattle Public Theatre
 - *Research topics: American myth-making, historiography, social justice in education, performative progressivism*
- Fire Season* by Aurin Squire (World Premiere) Jan 2019
 Directed by Kelly Kitchens
 Produced: Seattle Public Theatre
 - *Research topics: Opioid crisis, rural identities, Walmart, flag rituals, American identity, toxic masculinity*
- O+E*, a new translation of Glück’s *Orfeo et Euridice* Jun 2018
 by Lucy Yates (World Premiere)
 Directed by Kelly Kitchens
 Developed and produced: Seattle Opera
 - *Research topics: Feminist readings of the Orpheus myth, adaptation strategies, caregiver trauma, PTSD, queer embodiment*
- Nadeshiko* by Keiko Green (World Premiere) Apr 2017
 Directed by Kaytlin McIntyre
 Developed Seattle Repertory Theatre Writers Group, Umbrella Project
 Produced: Sound Theatre Company
 - *Research topics: nadeshiko girls and comfort women in Imperial Japan, cam girls, contemporary sex work, fetishism*
- Grounded* by George Brant (Northwest Premiere) Mar 2017
 Directed by Kelly Kitchens
 Produced: Seattle Public Theatre
 - *Research topics: women in the military, drone technology, PTSD, the psychology of workforce war*
- WE REMAIN PREPARED* by Melissa Brown with the Satori Group and ARTBARN (World Premiere) Jun 2016
 Directed by Caitlin Sullivan and Jess K Smith
 Developed: The Satori Group, One Coast Collaboration
 Produced: The Satori Group/ARTBARN
 Residency at the Georgetown Steam Plant
 - *Research topics: Frank and Lillian Gilbreth, management thinking, efficiency theory, 20th-century urbanism, industrialization*

REFERENCES AVAILABLE UPON REQUEST
