



LEAH GESOURAS

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Email: LGesouras@gmail.com

Location: Mansfield, Ohio (flexible)

PERSONAL SKILLSET

- Ability to build rapport, likability and trust. Maintain the highest level of confidentiality.
- Empathetic, excited and team-oriented. Assumes good intent.
- Demonstrates good judgment, critical thinking skills, creativity and problem-solving abilities.
- Operate proactively, with a sense of urgency and a mindset to serve clients and internal team members.
- Theatre background provides excellent communication skills and personal connections.
- Pride and responsibility of representing a brand and able to speak to company values.

AREAS OF EXPERTISE

- Digital Advertising
- Solutions Journalism
- Digital Content/Marketing
- Donor Experience/Cultivation
- Email Marketing & Lead Gen
- Social Media (FB, LinkedIn, Insta and Tik Tok)
- Public Speaking
- Theatre Experience 15+ years
- Software: Hubspot, Canva, Pipedrive, Team Work, Constant Contact, Memberful, Newstack, Google Drive, Google Meets, Slack Zoom, PandaDoc, Eventbrite, Meteorik

EDUCATION

BOWLING GREEN STATE UNIVERSITY, 2015

- Bachelor of Arts in Communication,
Specialization in Musical Theatre
- Cum Laude 3.65 GPA
 - Grant-In-Ad Scholarship Recipient

HEAD OF COMMUNITY INVESTMENT

Source Media Properties / Richland Source | June 2019 – Present

- Responsible for continued development and growth of revenue in direct support of our journalism. This is achieved through online and offline community and business development efforts that lead to paid membership, corporate sponsorship (newsroom partnership), and philanthropy growth.
- Generate call lists and leads through various sources – LinkedIn, Chamber of Commerce lists, networking events, personal observation, past client lists, existing database and taking care of clients in renewal transitions.
- Finding appropriate sponsors to invest in Solutions Journalism series projects with topics such as: Housing, Gun Violence and Workforce Development.
- Manage and head Membership campaigns (quarterly), new structures within the company and launch news active content.
- Coordinate internal meetings to further progress the company's standing in the community. Leader for all sponsorship opportunities and events.
- Internal planning for company events and structure per quarter. Maintain value and open communication with all employees.

ASSISTANT HOUSE MANAGER/USHER

The Daryl Roth Off-Broadway Theatre, NYC | January 2018 – 2019

- Stored, retrieved, collected audience attendances and tickets
- Knowledge of critically acclaimed productions and preparing audiences for an intimate space and inviting them into the house and setting rules/regulations
- AHM duties included: Maintaining security, doors locked and opened, front of house proper documentation of attendees, escorting VIPs, handling audience member issues including ticketing, medical attention and privacy.

SALES ASSOCIATE/SPA SPECIALIST

Lush Cosmetics, NYC | October 2016 – 2018

- Greeting customers and getting to know their goals, including on one demonstrations of product
- Committed to the rush and learning a vast knowledge of core brand values and dedication ethical buying and selling
- Spa duties: Confirmation calls, 48 before appointment, checking spa clients in, conducting tours, scheduling clients for treatment over phone, in person using scheduling system. Maintaining knowledge of spa therapists expertise.

CONVENTION CREW WORKER (Reedpop, CareerGroup, RemX)

- Crew for major entertainment venues. Includes areas of work: Guest Liaison for celebrities, Line Management, Merchandise Shop, Security and Check-In. Conventions worked on: New York Comic Con, FAN EXPO, Star Wars Celebration, Wizard World and C2E2 (Chicago). 2017–Current (3–4 annual)

REFERENCES

- Katie Foster, Content Writer & Marketing Strategist
 - P: 567-241-5960 | katie.foster@sourcebrandsolutions.com
- Shelbi Evans, Source Media Client Specialist
 - P: 567-215-6912
- Caroline Grace Williams, JP Morgan Senior Recruiter
 - P: 615-587-9019 | Carolinegracewilliams2@gmail.com