

Greg Smucker

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Teaching, Administrative and Production Experience

Freelance writer/director, Boston, MA 1999 to present. Copywriting for radio and television commercials, educational videos, print materials, and web sites.

Faculty, American Institute of Musical Studies, Graz, Austria, 2013-present.
Teaching acting for singers in this summer opera program.

Faculty Stage Director & Director of Production, New England Conservatory of Music, 2005 to 2012. Responsibilities included teaching classes, directing scenes and operas and producing main stage operas.

Associate Creative Director (interim), Dickinson Direct, Braintree, MA, June 2000 – January 2001. Provided creative direction, creative conceptual work and senior level copywriting on direct response advertising.

Managing Director, 15 HEAD – a theatre lab, Minneapolis, MN, 1996 to 1999. Founded and incorporated a non-profit experimental theatre company. Responsible for building board of directors, managing finances, media relations, writing grants and managing databases for mailing lists.

Creative Director/ Chief Operating Officer. Media Rare, Minneapolis, MN, 1990 to 1999. Creative responsibilities included copywriting and creative direction for video production, radio commercials and print projects. Administrative responsibilities included managing staff and finances, account management, and new business development. The agency grew to \$1.5 million in revenues and fifteen employees during my tenure.

Instructor, University of Minnesota, 1993. Beginning Stage Direction for undergraduates. Taught two courses in the basics of directing for the theatre.

Business Manager, U of MN Showboat, Summer 1991 and 1992. Responsibilities included: management of front-of-house operations, supervision of cast and crew, financial and ticket accounting.

Managing Director, Theatre for Young America, Overland Park, KS, 1988 to 1990. Theatre for Young America is a professional Equity theatre for young audiences. Responsibilities included: staff management, fundraising, program development, administration of \$450,000 annual budget, booking and management of annual ten-week tour through mid-west, marketing and publicity, union negotiations, and representing theatre on local arts coalitions.

Equity Stage Manager, Theatre for Young America, 1987 - 1988

Education

M.F.A. August 1993, University of Minnesota, Major: Directing for the Theatre

B.A. August 1986, Goshen College, Goshen, Indiana, Major:
Communications/Theatre