

# Kim Marie Vasquez

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## PROFESSIONAL SUMMARY

I am the Founder and CEO of Gray Lady Entertainment, Inc. A theatrical consulting company that specializes in professional, live theatrical ventures in the profit and not for profit sector. I am a resourceful Artistic Director with an Acting degree and an extensive performing arts background. I have produced on an Artistic and Management level with teams from the Broadway level to the developmental level. I've overseen and produced numerous live events and festivals. I've participated in various mentoring programs for high school theater students. I thrive in advocating, gathering and applying all creative aspects of live performance. My forte is applying my skills and expertise to your teams goals that will provide fair, equitable and inclusive processes within your organization. My all-around theatrical Artistic vision and Producing expertise will add to the importance of creative and community involvement that your company is looking for.

## SKILLS

- Overall Artistic Vision
- Leadership in theatrical seasonal programming
- Communicating ideas with an open and thoughtful mindset to all collaborators
- Visual Art Creation/Seeing the "big picture".
- Fundraising implementation
- Art program coordination
- Staff hiring and management
- Microsoft Office Suite
- Zoom Proficient
- Vendor relationships
- Budgeting and financial reporting
- Marketing and advertising

## WORK HISTORY

### COMMERCIAL PRODUCER/CO-PRODUCER

#### Gray Lady Entertainment, Inc.

- Without You by Anthony Rapp - New World Stages - Opening 2023
- The Kite Runner - The Hayes - Broadway
- Be More Chill - The Lyceum - Broadway, London and Japan
- Be More Chill - Signature Theatre - Off Broadway
- Church & State - New World Stages - Off-Broadway
- Broadway Bounty Hunter - Greenwich House Theatre-Off-Broadway

### PRODUCING DIRECTOR/ARTISTIC ASSOCIATE/DEPARTMENT LEADER | 08/2020 to 07/2022

#### Park Square Theatre

- Responsible for overseeing the production team through Covid 19 and start up of the 2022-2023 season
- Played an intricate part with the Artistic Associate team and added value, concept and legit prominence in all current programming

- Participated in various online zoom meetings with the community which included various production team members, audience members and community members. These meetings were to help advance the company by becoming more inclusive and welcoming to all.
- Played an intricate part in decision making with all Department leaders.
- Kept employee workloads fair and balanced to achieve objectives while maintaining high job satisfaction.
- Implemented process improvement to shape organizational culture, optimize procedures for higher efficiency and help company evolve and grow.
- Communicated with managers of other departments to maintain transparency.

**EXECUTIVE PRODUCER/GENERAL MANAGER | 01/2004 to 01/2018**

**The New York Musical Theatre Festival, NYMF**

- Hiring creative teams that include set, costume, lighting and sound designers
- Hiring musicians, music directors and orchestrators
- Hiring casting directors, press agents, tech directors, electricians and box office staff
- Negotiating union contracts with AEA, Local One and the AFM 802 musicians union
- Creating budgets and working within the budget for each individual production
- Overseeing marketing strategies that will help excite audiences and sell tickets
- Scheduled meetings with supervisors to identify business obstacles, establish financial goals and tailor products to individual markets
- Created motivated and positive environment to inspire employees and make the community feel welcome
- Maximized operational excellence mentoring personnel on management principles, industry practices and company procedures
- Managed budget implementations, employee evaluations and contract details

**GENERAL MANAGEMENT ASSOCIATE | 01/2004 to 01/2012**

**The Producing Office - NYC**

- Conducted research to assist with routine tasks and special projects.
- Recorded time allocated to projects and updated master tracking documents.
- Sorted, opened and routed mail and deliveries to meet business requirements.
- Created and updated records and files to maintain document compliance.
- Delivered top-notch administrative support to office staff, promoting excellence in office operations.
- Leveraged on-site observation and personal interviews to identify team and individual strengths.

**EDUCATION**

**Commercial Theatre Institute - New York, NY | 14 Week Professional Training Program**  
Theatrical Management

**The University of Minnesota - Duluth, MN | Bachelor of Fine Arts**  
Acting

**The National Shakespeare Conservatory - New York | Two-Year Professional Training Institute**  
Acting

**REFERENCES**

References Available Upon Request