

Maggie Rocha

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WORK EXPERIENCE

The Puppet Co.

Glen Echo, MD

Production and Operations Manager

Jan. 2025 - Present

- Manage Front of House Staff including hiring, scheduling, and supervising performers, directors, and other production staff,
- Schedule performances and rehearsals for Mainstage, Tiny Tots, and Adult Programming performances,
- Maintain and repair puppets, sets, and props during a show's run,
- Oversee the set and prop creations for all in-house productions,
- Coordinate touring productions with staff and outside vendors,
- Assist with scheduling teachers and registering students for class programming,
- Create designs for social & physical media for performances, events, and classes,
- Prepare and send weekly email newsletters via Constant Contact with a 50% open rate,
- Update the website to reflect the most up-to-date information about shows, events, and the company,
- Trained to provide coverage for payroll.

Operations and Marketing Manager

Sep. 2023 - Dec. 2024

- Updated and maintained the ticketing software, ShoWare, and communicated any issues or prepared to implement updates,
- Sold tickets, via phone, walk-up, and groups, and cross trained other employees in complex sales such as field trips, gift cards and exchanges,
- Managed the Front of House Staff including hiring, training, scheduling, supervising,
- Provided regular reports of ticket sales and used data to inform pricing changes and goal progress,
- Ordered, priced, and sold merchandise, as well as prepared regular reports on merchandise sales,
- Marketed, scheduled, and coordinated booked rentals, tours, and Tiny Tots performances,
- Assisted with marketing educational programming, scheduling teachers and registering students for class programs,
- Prepared and sent weekly email newsletters via Mailchimp with a 50% open rate,
- Assisted with development of Marketing Plan & Branding Guide.

Box Office Manager

Sep. 2022 - Aug. 2023

- Sold tickets to individual parties and groups, over the phone and in-person,
- Input and updated shows and events into the ticketing software, ShoWare,
- Primary public contact for all patron questions and concerns,
- Updated public calendars with our shows and events,
- Tracked, sold, and promoted merchandise,
- Acted as a teacher or teacher's assistant for workshops, classes, and camps,
- Performed administrative tasks such as email marketing, office organization,
- Managed email correspondence including daily sales questions, general inquiries, party rentals and group sales.

House Manager & Box Office Associate

Sep. 2021 - Aug. 2022

- Sold tickets to performances using ShoWare,
- Checked temperatures and vaccine statuses of patrons,
- Organized physical and digital office materials,
- Informed patrons of the rules of the theater.

EDUCATION

American University

Washington, DC

- Bachelor of Arts in Communication Studies and Theatre Arts
2020 recipient of the Mary Miller Patton scholarship in the Performing Arts

May 2021

SKILLS and RELEVANT EXPERIENCE

- Local actor, puppeteer, and director
- Knowledgeable in QLab, basic puppet repair and build skills, beginner seamstress
- Proficient in ShoWare, Canva, Instagram, Facebook, Meta Business Suite, and YouTube.
- Roller coaster enthusiast; lover of storytelling and improvisation through D&D
Company Member of Wildwood Summer Theatre, 2021-2023; tenured board member 2024