

LAFAYETTE SCIENCE MUSEUM
ADVISORY BOARD

RESUME LIST:

Michael Zeek

no incumbent submission

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Michael Zeek

(337) 852-1610

michael.zeek1@gmail.com

WORK EXPERIENCE

Acadiana Symphony Orchestra, Lafayette, LA

Education Director & Ticketing Manager

January 2018 – Present

Education Director

Coordinate outreach and build relationships with schools and other organizations.

Develop, launch, and oversee educational programs and camps - most recently an after school strings program implemented in the Lafayette Parish School System that provides free string lessons for students in grades 3-5

Promote the school and symphony offerings using multiple media outlets.

Manage teachers, students, and curriculum at our school of music.

Interview and hire teaching artists to keep up with enrollment.

Correspond with and book performance venues for concerts and recitals

Design marketing materials and concert programs for all performances

Effectively communicate important information with parents, teachers, and students

Ticketing Manager

Build and maintain relationships with sponsors, donors, and subscribers.

Coordinate the sales and distribution of concert and event tickets.

Manage the preparations and day-of logistics for all concerts and fundraisers including Mad Hatters where over 300 women enjoy brunch, a fashion show, and live and silent auctions to support symphony youth programs.

Implemented a new CRM compiling over 30 years of data

Develop and execute creative tactics to promote audience growth and subscriber retention.

Create and update Excel reports used to analyze marketing trends.

Guest artist hospitality and coordination.

COMMUNITY ORGANIZATIONS

Leadership Institute of Acadiana

Leadership Lafayette Class XXXVI graduate

The 705

Current member and completed the mentor program in 2022

EDUCATION

University of Louisiana

Bachelor of Arts: Music Business

SKILLS

Leadership

Relationship Building

Project Management

Problem-Solving

ACCOMPLISHMENTS

Built a strong relationship with the Lafayette Science Museum to create a series of summer camps incorporating music and STEM education. These camps were further enhanced through a partnership with Advancial to include daily lessons on financial literacy.

Through attendance of local music performances, coordinated the effort to bring more diversity to Acadiana Symphony concerts resulting in a 60% increase in single ticket sales.

Created a plan and budget to implement group piano lessons at the Acadiana Conservatory in which we received over \$15,000 of financial backing to build the 88 Keys & Me Piano Studio

Successfully navigated The Acadiana Conservatory through COVID-19 by managing and coordinating virtual lessons with teachers and families and planning virtual concerts and recitals

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