

seenaanissahodges

connector. influencer. dynamic communications professional.

profile

Seena is a connector who loves people and is passionate about equity, intersectional feminism and access to brave spaces for all.

She's a communications professional who has worked in theater spaces and nonprofit organizations from Broadway to Minneapolis.

skills



Communicating



Advertising



Marketing



Influencing



Facilitating



Innovating



Managing



Budgeting



Organizing



Collaborating

experience

2018

President + CEO

The Woke Coach, LLC
Saint Paul, Minn.

I founded The Woke Coach because I believe that equity is the defining issue of our time. Through the company, I engage with clients, large and small, to facilitate conversations and complete projects that live at the intersection of equity, diversity, inclusion and justice.

2018

Associate Vice President—Strategy & Communications

The Saint Paul & Minnesota Community Foundations
Saint Paul, Minn.

Ensured Marketing and Communications initiatives were strategic and successfully fulfilling organizational business needs. Managed and motivated the Marketing Communications team and external vendors to provide excellent service and strategic partnership to internal clients. Led media elements of external reputation management, including public relations duties and responding to urgent media requests.

2017

Senior Director—Marketing and Development

Theater Latté Da
Minneapolis, Minn.

Initiated comprehensive market research strategies to drive ticket sales and audience engagement for mainstage productions. Developed cultivation and solicitation strategies to build a portfolio of prospects and donors across all giving categories. Managed social media channels. Ensured that external-facing marketing and communication materials were consistent with brand identity and strategy.

2014

Director of External Relations

Theater Latté Da
Minneapolis, Minn.

Partnered with organizational leadership to plan and implement innovative programs designed to achieve artistic excellence, community engagement and financial stability. Developed and implemented marketing and communication strategies to maximize return on a five-play mainstage season and a new work development initiative. Executed public relations priorities and objectives for the institution.

2013

Communications Manager

Guthrie Theater
Minneapolis, MN

Collaborated with theater staff, visiting artists, and local/national/international companies to develop long-range strategies for press coverage for 20+ annual productions. Led promotion of the theater and its productions in local, national, and international media through various channels. Wrote and distributed all production and other theater-related communication.

experience continued

2011

Publicist

Boneau/Bryan Brown
New York, NY

Worked on the accounts for several award-winning Broadway shows. Wrote press releases and pitches to garner coverage. Ensured completion of playbills, and coordinated logistics for opening night red carpet arrivals and after parties. Coordinated press opportunities for TONY Award campaigns for select Broadway productions and nominated clients.

2010

Audiences Services Associate

Theatre Development Fund (TDF)
New York, NY

Recruited not-for-profit organizations, student groups, and other community groups to participate in an audience development initiative aimed at increasing Broadway attendance for under-represented audiences. Served as a TDF ambassador at the TKTS booth, providing customer service, support, and guidance to theatergoers and visitors to Times Square.

2008

Marketing Manager and Advertising Coordinator

SCANA Services
Columbia, SC

Developed strategic marketing and advertising programs utilizing various marketing channels for a tri-state natural gas utility company. Managed strategy development process, client expectations, and execution of project tactics. Effectively used research to evaluate and re-tool existing marketing initiatives. Managed an advertising budget of \$1,000,000 supervising and approving all media buys and placement.

2007

Communications Specialist and Program Manager

Columbia Urban League
Columbia, SC

Crafted press releases, pitched stories to the media, and acted as a spokesperson appearing on television and radio programs to promote the organization. Supervised an eight-member staff and 400 student participants (across 16 counties) while completing the reporting and budgeting requirements associated with an \$898,000 program budget.

education

2013

Master of Fine Arts

Theatre Management and Producing (Dean's Fellow)
Columbia University | New York, NY

1998

Bachelor of Arts

English (Communication Arts Emphasis)
Columbia College | Columbia, SC

contact



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affiliations

Member, Board of Directors
Walker Art Center

Chair, Avant Garden Outreach
& Ticket Committee
Walker Art Center

Member, Equity, Diversity, and
Inclusion Facilitator Training
Cohort
artEquity

**Member & Internal
Experiential Committee
Co-Chair**, 2018 Gala
Guthrie Theater

Committee Member, Fellow
Travelers Diversity & Inclusion
Task Force
Minnesota Opera

Member, Leadership Twin
Cities, 2018-19 Class

Member, Forecast Public Art,
GroundWork Public Art
Consulting Cohort



www.linkedin.com/in/seenahodges/



www.twitter.com/thewokecoach



www.facebook.com/seenahodges

Like many of us, I am a work in progress who believes that progress is possible—for all of us!

