

Greg Smucker

Communications Specialist | Director-Producer | Educator

greg@gremsgmucker.com • 617-983-8686 • gremsgmucker.com • linkedin.com/in/greg-smucker • Boston, MA

SUMMARY

Writer, director, educator, and administrator with 30 years of experience in marketing, education, and the performing arts. Adept at leading teams & organizations, telling stories across diverse media, and creating experiences that entertain, inspire, educate, and persuade. Passionate about making things happen by nurturing talent, communicating with humor & simplicity, and crafting inventive solutions to creative and organizational challenges.

SKILLS

Copywriting • Video scriptwriting • Brand messaging • Digital marketing • Stage direction • Presentation coaching • Event production • Administration

MARKETING EXPERIENCE

Marketing Copywriter, Scriptwriter, Director

Freelance • 1999-Present • Boston, MA

Copywriting for web, radio, direct, print, and video. Clients include leading companies in tech, healthcare, broadcast, communications, education, finance, food, retail, educational publishing, and many other industries.

- Skilled at developing creative concepts, crafting narrative scripts, writing with humor, creating memorable characters, and directing talent.
- Extensive experience writing video/audio scripts for educational publishers, telling compelling and humorous stories with minimal vocabulary for English Language Learning courses.

Assistant Creative Director (Interim)

Dickinson Direct • 2000 • Braintree, MA

Provided creative direction, concepting, and senior level copywriting for direct response campaigns. Clients included Trend Micro, Aquent, Iron Mountain, VERITAS, QuickAddress Software, and many others.

Creative Director/COO

Media Rare • 1993-1999 • Minneapolis, MN

As the second person to join the business, I provided administrative and creative leadership for a growing PR/marketing firm.

- Supervised staff, finances, account management, and new business development efforts.
- Provided creative direction and copywriting for video production, radio commercials, and print projects.
- Helped the agency build out audio and video capabilities, establish traffic management systems, and grow revenue by 4x.

STRENGTHS

Empathic audience analysis

Anticipating and understanding an audience's mindset, journey, needs, and wants

Creative vision

Envisioning the messages, stories, experiences, or creative solutions that will inspire, entertain, move, or persuade an audience

Storytelling

Producing copy, scripts, and experiences that grab attention, entertain with humor, inspire compassion, and promote understanding

Performance coaching

Nurturing, coaching, inspiring, and engaging employees, actors, and singers in the larger mission while helping them to play their role most effectively

Project management

Marshaling resources, mastering details, building systems, and optimizing workflows to increase efficiency, improve quality, and reduce stress while meeting deadlines and budget goals

Imaginative problem-solving

Developing inventive solutions by approaching problems with deep curiosity, insightful questions, and multiple perspectives

ARTS/ADMINISTRATION EXPERIENCE

Co-Artistic Director

Boston Opera Collaborative • 2014-2023 • Boston, MA

Helmed a growing opera company during its transition from a volunteer-driven model to a professional performing arts organization.

- Boosted brand visibility and company profile by creating innovative & must-see opera in intimate spaces, enveloping performances with hospitality, and championing new works, including commissions for 26 new short operas.
- Increased annual operating budget 5x by raising the quality of productions, improving marketing outreach, expanding the board of directors, and building a generous base of patrons.
- Established efficient systems for managing administration, marketing, production, and fundraising.

Faculty, Acting for Opera

American Institute of Musical Studies • 2014-2024 • Graz, Austria

Taught acting in one of the world's leading summer intensives for young opera singers.

- Led daily classes on the craft of acting in opera for singers with multiple levels of experience.
- Provided individual coaching for singers.

Opera Department Instructor, Producer, Administrator

New England Conservatory • 2006-2012 • Boston, MA

Provided artistic, instructional, and administrative services for the opera department of one of the nation's leading music training programs.

- Developed acting curriculum, taught courses in acting for graduate students, staged operas & opera scenes.
- Coordinated personnel, budgets, and production elements for the Conservatory's high-profile semi-annual operas.
- Established systems to manage complex logistics and schedules for the department's courses and rehearsals.

Managing Director

Theatre for Young America • 1987-1990 • Kansas City, MO

Ascended from stage manager to tour director to managing director for a professional theatre for young audiences.

- Managed staff, fundraising, program development, and finances.
- Created and managed marketing and publicity materials, handled union negotiations, and represented theatre on local arts coalitions.
- Booked and managed annual ten-week tour throughout the mid-west.

Education

Master of Fine Arts in Directing for the Stage
University of Minnesota

Bachelor's in Communications
Goshen College