

# Greg Smucker

## Communications Specialist | Director-Producer | Educator

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## SUMMARY

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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

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

## MARKETING EXPERIENCE

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### 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

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### 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

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### 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

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### Master of Fine Arts in

**Directing for the Stage**

University of Minnesota

### Bachelor's in

**Communications**

Goshen College