

Laura F. Diorio

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EDUCATION:

Bachelor of Arts - Double Major in Media Communications and Theatre

June 2020

Muhlenberg College – Allentown, P.A.

Honors: Theatre Scholarship Recipient, Music Scholarship Recipient, 2016 Basie Award - Best Lead Actress in a Play, NJ Young Playwrights Festival Feature, NJ Governor's Award in Arts Education Recipient

PROFESSIONAL EXPERIENCE:

Richard Hillman PR New York, New York

Sep -Dec 2018

Public Relations Intern

- Advanced company website through branding design and daily content updates to endorse online traffic
- Produced press releases targeting major Broadway and off-Broadway publications to promote cliental
- Managed contact lists to endorse leads in regards to PR campaigns and fundraising opportunities
- Represented company standards at events such as galas, charitable benefits, and press meet and greets

Two River Theatre Red Bank, N.J.

Sep 2014-Aug 2015

Metro Scholar Intern

- Accepted into the competitive 2014 intern class against applicants from across New Jersey
- Project managed market studies that impacted future outreach and business planning
- Developed client lists to contact leads in regards to fundraising and other event planning initiatives
- Created ad content that was utilized on a weekly basis across email and social media campaigns

Phoenix Productions Red Bank, N.J.

June 2013-Aug 2016

Marketing Assistant

- Managed liaison initiatives through email campaigns focused on fan interaction as main KPI
- Oversaw aspects of fundraising activities including outreach interaction with potential donors
- Wrote multiple articles for the monthly theatre newsletter pushed concurrently with ad campaigns

EXTRACURRICULAR EXPERIENCE:

Muhlenberg College Theatre Association Allentown, P.A.

Aug 2016-June 2020

Performer

- Committed 20 hours per week to rehearsal and performances for the Muhlenberg College theatre program throughout college career
- Maintained both theatre and music scholarship for exemplary performance on and off the stage
- Performed in esteemed Mainstage and Studio productions such as *Salome* by Oscar Wilde as King Herod, *Wasp* by Steve Martin as The Female Voice, *In Finite Potential* as Dulcinea

Southside Theatre Company Middletown, N.J.

Aug 2012-May 2016

President of the Arts

- Held stewardship over communication between student-performers and administration
- Fostered sense of community within the student body through event planning, financial management, and PR efforts
- Spearheaded outreach programs such as in-school performances and educational presentations
- Starred in leading roles such as Anne Frank in *The Diary of Anne Frank*, Saint Jimmy in *American Idiot*, and Kismine in F. Scott Fitzgerald's *The Diamond as Big as The Ritz*

Cinderella's Closet Charity Freehold, N.J.

October 2013-May 2016

Student Liaison

- Volunteered to orchestrate events dedicated to ensuring less fortunate young adults are granted the opportunity to attend their prom in style
- Promoted philanthropic goals by organizing groups to develop, market, and execute charitable goals