

Joseph Panzetta

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Experience

Vashon Center for the Arts

Production & Operations Director 2020 - 2022

Marketing Director 2017 - 2020

- Negotiated contracts, project managed productions and acted as liaison for dozens of organizations, individuals and rental groups staging events in the Kay White Hall Theater
- Booked performing artists and lecturers for Kay White Hall and established relationships with booking agents, touring artists, managers and key sponsors
- Supervised the production team front and back of house (2 FTE and 4 PTE) which staged more than 100 events in 2022
- Supervised the facilities team (4 PTE) and managed the process for repairs and maintenance across the VCA campus including the historic Blue Heron Education Center, the state-of-the-art Kay White Hall, and the Heron Meadow
- Managed contracts, billing and support with IT vendors: Seitel (Network management and security); Comcast (Internet); Peerless Networks (VOIP); Pacific Office Automation (Printers)
- Managed Microsoft Office 365 and ArtsMan TheaterManager as Global Admin for credential management and access permissions
- Managed VCA's livestream technology and defined broadcast process for 4-camera live-switched system using the ATEM Mini-Pro streaming to YouTube and Facebook
- Designed and maintained the VCA websites: vashoncenterforthearts.org (Wordpress) and webstore.vashoncenterforthearts.org (ArtsMan TheaterManager)
- Developed information pipeline process for programming, marketing and production teams and led planning and post-show meetings
- Worked at events as production manager, patron services manager, artist host, and livestream producer
- Defined marketing plan, managed marketing budget, and executed all facets of marketing for classes, performances, exhibits, institutional marketing, and annual events such as Garden Tour, Summer Arts Fest, and the VCA Gala Art Auction
- Created and distributed event graphics, press releases, social media content and weekly eBlasts
- Designed and built promotional videos for institutional marketing and for event-specific promotions, created and maintained the "VCA TV" web portal for viewing videos of past performances and lectures

Atigeo | VP of Creative 2013 - 2016; Creative Director 2008 - 2013

- Managed the design and creation of everything from the company web sites, to tradeshow booths, presentations, print collateral, sales demos and videos
- Facilitated an all-staff Company Values exercise across several months and connected the new value statement to an OKR system to help inform decision making
- Senior Leadership Team member, instrumental in shaping the direction of the company

Microsoft | Executive Presentations Manager 2003 - 2008

- Designed presentations for 5 senior executives including Bill Gates and Steve Ballmer, working with them leading up to events and onsite moments before they hit the stage
- Managed complex display stations at live events seen by tens of thousands of attendees and designed display approaches through hardware and software configurations to project to surfaces of abnormal aspect ratios

Onami Design | Interactive Designer 2001 - 2003

- Designed and operated large format multimedia displays at live events for Washington Mutual and Microsoft
- Designed websites for several Penguin Press authors including alfrankin.com

Allen & Gerritsen | Interactive Designer 1999 - 2001

- Designed websites and Flash animations including an interactive piano for Jazz Association of America website
- Designed banner ads in Flash and animated gifs

Aquent | Graphic Designer 1997 - 1999

- Designed presentations and print collateral

Education

Marquette University
BA, Theatre - 1991

References

Available upon request

Interests

- Singer-songwriter, multi-instrumentalist and composer
- Meditation and mindfulness practitioner for over 30 years
- Baseball fan