



Elyssa Mactas

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📍 New York, NY

Enthusiastic, forward-thinking operations manager with a focus on customer care and community management. Consistently rises to prioritize, delegate, and execute tasks while simultaneously creating protocol built for scale. Utilizes prior experience of embracing the day-to-day uncertainties of an auditioning actor and start-up founder into building processes that thrive amongst moving targets and learning on-the-go whenever the need arises. Seeking to leverage interdisciplinary strengths and proven record of scaling operations to propel a growing start-up forward while nurturing its mission and team.

Experience

1

Co-Founder & VP Managed Services, **Castmate**

New York, NY | *Apr 2016 – Present*

- Excelled as link between freelance professional service providers, performer clientele, and company members
- Pioneered, implemented, and updated protocol for marketplace with multiple variables and deliverables
- Sourced, onboarded, and served as point person for 30+ freelancers and 50+ industry guests
- Created/updated mobile-optimized website pages using HTML; Drafted, QAed, and executed e-mail campaigns
- Acquired major industry partners; Drove demand and sales at profitable entertainment/tech start-up
- Add'l Roles include: Bookkeeper; Intern Supervisor; Office Manager; Payroll Administrator; Payment Processor; Presenter at Expos (*Actors Pro Expo, BroadwayCon, & Tech Day*); Social Media Manager; Support Administrator (*Phone, E-mail, SMS, & Live Chat*)
- **Community Manager, Head of Customer Service, and Partnership Liason** for both product offerings:
 - **AUDITION HERO** – On-demand services for NYC performing artists, 7 days a week, deliverables in 24 hours or less
 - Achieved 2/3 of all bookings by repeat clients, with average spend of \$74 per booking
 - Crafted special packages utilizing current company assets that increased monthly revenue by 56%
 - Maintained near 100% return-rate of freelance professionals on platform in between gigs
 - Obtained 5 Star Yelp Rating without any paid advertising and extremely positive testimonials
 - **Actor Dash** – Speed-networking for vetted actors and industry professionals
 - Generated profit margin of approximately 80%, maintained over 6 months of event execution
 - Sold-out all events with 10 industry members and 30 actor guests in attendance per evening



2

Founder, **Booktress**

New York, NY | *Feb 2015 – Apr 2016*

- Leveraged combination of entertainment industry experience and relationships, computer application skills, and graphic design talents to create first on-demand appointment and deadline booking platform for NYC performing artists
- Onboarded 25+ freelance artistic professionals to provide over 30 artistic services
- Acquired by **Castmate** and rebranded/custom-built to become first product offering, **AUDITION HERO**



3

Performer, **Actors' Equity Association**

New York, NY | *Feb 2011 – Jun 2017*

- Secured contract with top boutique bi-coastal manager; Renewed 3 times until deciding to pursue entrepreneurial endeavors
- **Actor/Singer** – Credits include: Off-Broadway, Touring, Regional, & Industry Readings of Musical Theatre and Drama
- **Cabaret/Concert Vocalist** – Venues include: 54 Below, Brooklyn Museum, Cutting Room, Don't Tell Mama, Duplex, Joe's Pub, Laurie Beechman, Museum of Jewish History, Stage 72, Tammany Hall, Toshi's Livingroom, & Town Hall



4

Special Events Manager, **New York Kids Club**

New York, NY | *Aug 2009 – Feb 2011*

- Managed Upper West Side location and directed up to 10 events per week, leading 3-8 team members per event
- Planned and executed Birthday Parties and Special Events for families of young children with high regard for safety, customer service, entertainment value, and attention to detail, boosting Upper West Side to become most-booked of 7 NYC locations



Education

New York University – BFA: Drama, Graduated May 2009

Tisch School of the Arts – Major: Musical Theatre (*CAP21, Playwrights Horizons, Viewpoints, NYU in Athens*)

Courant Institute of Mathematical Sciences – Individualized Study: Computer Applications



Software & Application Proficiency

Operations

Adobe Acrobat Pro DC, Google Suite (Apps, Docs, Sheets, Keynote), Intuit, Microsoft Office (Word, Excel, PowerPoint), QuickBooks (Desktop & Online), Square, Stripe, Xero

Digital Marketing

Facebook Ads & Pages, Google Adwords & Analytics, Google My Business, Instagram, Twitter, Yelp

Business Communications

Airtable, Asana, CMS Management, Gitlab, HTML/CSS, MailChimp, Slack, Trello, Zendesk, Zendesk Chat

Skills

Client Relations, Collaboration, Community Management, Conflict Resolution, Creative Problem Solving, Cross-Channel Communication, Customer Service, Emotional Intelligence, Entrepreneurial Mindset, Event Management, Freelancer Workforce Management, Grammar & Spelling, Growth-Hacking, Internship Supervision, Knowledge of Entertainment Industry, Logistical Reasoning, Marketplace Administration, Multitasking, Negotiation (Distributive & Integrative), Onboarding Processes, Partnership Development, Protocol Creation & Implementation, Public Speaking, Remote Management, Self-Starter, Storytelling, Strategic Decision Making, Strong Attention to Detail, Team Building, Written & Verbal Communication