

WILLOW JADE NORTON

Theatre Director. Arts Administrator. Arts Advocate.

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moderatewoo.com
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THEATER DIRECTING (select)

2023	<i>Urban Rural Theater Project*</i>	Sarah/Jack Greenman Prod. (upcoming)	Rural Engagement and Vitality Center La Grande, OR
2023	<i>How Many Others*</i>	Carnegie Mellon University (upcoming)	CMU Pittsburg, PA
2023	<i>UNTITLED ELEGY PLAY*</i>	An Andrea Stolowitz Production	The Actors Conservatory Portland, OR
2022	<i>Alabaster</i>	Oregon Contemporary Theatre	Oregon Contemporary Theatre Eugene, OR
2021	<i>MADAMA BUTTERFLY</i>	Eugene Opera	Owen Rose Garden Eugene, OR
2021	<i>LIFE*</i>	Lane Community College (LCC)	Lane Community College Remote Platform
2020	<i>The Motherhood Project*</i>	Moderate Woo	Moderate Woo Remote Platform
2020	<i>Hearts of Stone*</i>	Women's Theatre Festival	Women's Theatre Festival WTF Twitch
2019	<i>The Cake</i>	Oregon Contemporary Theatre	Oregon Contemporary Theatre Eugene, OR
2018	<i>TURNING RED*</i>	Lane Community College (LCC)	Blue Door Theater Eugene, OR
2017	<i>Marjorie Prime</i>	Oregon Contemporary Theatre	Oregon Contemporary Theatre Eugene, OR
2017	<i>END OF THE ROPE*</i>	NW10 New Works	Oregon Contemporary Theatre Eugene, OR
2017	<i>Constant Revolution*</i>	LCC	Blue Door Theater Eugene, OR
2016	<i>LUNA PARK</i>	Oregon Performance Lab(OPL)	Lane Community College Mainstage Eugene, OR
2016	<i>RAIN & ZOE SAVE THE WORLD</i>	OPL	Lane Community College Mainstage Eugene, OR
2013	<i>In The Next Room or the vibrator play</i>	LCC	Blue Door Theater Eugene, OR
2013	<i>¡Bocón!</i>	Majestic Theatre	Majestic Theatre Corvallis, OR
2012	<i>RENT</i>	Majestic Theatre	Majestic Theatre Corvallis, OR

*World Premier

AWARDS & GRANTS

- Regional Arts and Culture Council Project Grant for *Untitled Elegy Play*. 2023.
- Best of the Fest for Direction of *Hearts of Stone*. Women's Theatre Festival. 2020.
- Map Fund Grantee for Moderate Woo's *The Mother Project*. 2020.
- Oregon Arts Commission Career Opportunity Grant for *The Motherhood Project*. 2019/ 20.
- Lane Arts Council Project Grant. 2019/ 20.
- University of Oregon PPM Arts & Cultural Leadership Effie Fairchild Award. 2019/ 20.

EDUCATION & TRAINING

- Conscientious Theatre Training Intensive with Nicole Brewer. Remote via Tectonic Theater Company. 2021.
- MA in Arts Management & Nonprofit Management. University of Oregon. Eugene, OR. 2020.
- Cornerstone Theater Company Two-Day Intensive (2DI). Art as Community Building. Los Angeles, CA. 2018.

- Moment Work Teacher Training Certification from Tectonic Theater Project. New York, NY. 2017.
- Directors Lab West. Pasadena, CA. 2012.
- Teaching Artist Training- Playwriting. Philadelphia Young Playwrights. Philadelphia, PA. 2011.
- BFA in Theater: Original Works; Playwriting & Directing. Cornish College of the Arts. Seattle, WA. 2005.

ARTS ADMINISTRATION

Executive Director

The Alliance for Jewish Theatre. 2022-Current. Remote Location.

- Lead organization on annual international theater conference.
- Plan and execute all year-long programming.
- Manage small staff and board committees.
- Provided strategic direction to the organization in collaboration with the Board and volunteers.
- Management of grants for programs and responsible for all communications through granting portals.
- Grant writing and development committee management.
- Community Engagement and Outreach through programs and public events; particularly focused on performing arts, and professional development for performers and theater institutions.
- Operational design and strategic planning for building membership.
- Communication with internal and external stakeholders.
- Public speaking and representing AJT at public events.
- Represent AJT at Functions that share AJT's mission and values.
- Event Management- at Annual Conference, monthly AJT Talks: Spotlighting Innovators in Jewish Theatre and The JxGen: Next Generation Series.
- Performing artist mentorship and mentorship to TheaterMacher participants that are striving to grow their theater practice.
- Build upon AJT's anti-racism policies and collaborate with leadership on next steps to advance these practices.

Production & Events Manager

Eugene Opera. 2021. Eugene, OR.

- Production Management for new opera LUCY, directed by Jerry Mouawad at The Wildish Theatre.
- Prep Production Management for Magic Flute, directed by Valerie Rachelle at The Hult Center.
- Plan, coordinate, and execute Fall 2021 Gala.
- Coordinate all production needs for panels and performances surrounding productions.
- Donor database management.
- Grant writing support.
- Donor and special event coordination, planning, and management.
- Working with Executive Director, Artistic Director and Board to manage fundraising campaigns.
- Establish a work culture that is welcoming, flexible and productive for all participants.
- Lead and empower the artistic and production staff throughout the production process.
- Evaluate potential projects, resources and partnerships within the context of the Opera's mission.
- Directly supervise production team, visiting artists, and volunteers.
- Serve as a mentor to student volunteers and support their career growth.
- Sustain and expand Eugene Opera's anti-racism policies and collaborate with leadership on next steps to advance these practices.
- Cultivate relationships with current trustees, build new donor relationships and appreciate all participants.
- General non-profit fundraising
- Design and/or implementation of systems driving member engagement.
- Assist on digital and direct mail campaigns.
- Planning and execution of large-scale revenue-generating events
- Media relations.
- Volunteer recruitment and training.

Co-Artistic Director/ Resident Director/ Co-Founder

Moderate Woo. 2018-Current. Nationally Based.

- Organization Co-Founder and creator of mission and values.
- Strategic planning for organizational development.
- Create Woo's anti-racism policies and collaborated with leadership on next steps to advance these practices.

- Manager for online submissions, questions, and database.
- Manager for financials and business management for LLC and fiscal sponsorship.
- Grant writer and manager for all development/ fundraising goals and functions.
- Community Engagement and Outreach through programs and online public events; particularly focused on performing arts, women, families, and professional development for performers.
- Point person for communicating with internal and external stakeholders; fiscal sponsor, co-producers, & venues.
- Leading artistic project planning meetings between project leaders.
- Responsible for all curatorial aspects of developmental workshops and residency opportunity.

Artist in Residence/ Guest Director/ Teaching Artist

Lane Community College Theatre Department with Student Production Association. Spring 2023. September 2020-May 2021. Winter Term 2019, Spring Term 2018, Winter Term 2017, & Fall 2013. Eugene, OR.

- Provided strategic direction to the theater department in collaboration with the Student Board and volunteers.
- Lead Producer for artistic programs.
- Management of student board, and community members on projects.
- Created workshops on how to produce performance events and the tools to make new performance work happen.
- Management of production schedule, artist contracts, director schedules, and technical needs.
- Directed all internal and external content and communications for production marketing and press.
- Built relationships with local high schools for outreach.
- Ran post performance conversation series for audience participation.
- Managed student volunteers and interns.
- Crafted new show with students and directed it to a full production.
- Inspire and elevate local and student artists throughout all aspects of artistic programs- workshops, classes, and full production.
- Initiate and nurture ongoing relationships with a broad range of artists of diverse career levels, aesthetic approaches and demographic backgrounds.
- Create a culture that is welcoming, collaborative and productive for all.
- Lead and empower the artistic and production teams throughout the entire planning and production process.
- Support artistic risk and innovation in structure, form and content.
- Evaluate potential resources and partnerships within the college's mission and values.
- Serve as mentor to participants to create a healthy and constructive culture of growth and curiosity.

Founding Board Member/ Vice President

ArtCity Eugene. 2018-2021. Eugene, OR.

- Provided strategic direction to the organization in collaboration with the Board and volunteers.
- Management of grants for programs and responsible for all communications through granting portals.
- Grant writing and development committee management.
- Community Engagement and Outreach through programs and public events; particularly focused on performing arts, and professional development for performers.
- Operational design and strategic planning. Established partnership with UO PPPM Consultancy Class.
- Communicated with internal and external stakeholders; Arts and Business Alliance of Eugene, Cultural Service of the City of Eugene, Parks and Rec of the City of Eugene, Downtown Business Associates, and such.
- Public speaking and representing ArtCity at public events.
- Represented ArtCity at Creative Sector Strategy Committee with Lane Arts Council and Lane Workforce Partnerships for community awareness and sector building.
- Co-Curator for Umbrella Project, and Management of Umbrella Project Kid's Night- A performance program to fund artists and bring light and time-based arts to downtown Eugene at the darkest time of the year.
- Event Management- Studio Without Walls & BEAM in the Parks Blocks & Umbrella Auction with Eugene Public Library.
- Performing artist mentor and project consultant.
- Establish ArtCity's anti-racism policies and collaborated with leadership on next steps to advance these practices.

Artist Outreach Coordinator for Park Blocks Redesign Project in Downtown Eugene

Cogito Consulting- Park Blocks Redesign Project in partnership with the City of Eugene and Cameron McCarthy Landscape Architecture. Spring 2019- Winter 2019. Eugene, OR.

- Performed outreach to local diverse artist collectives and individuals to participate in public conversations and

- events in the Park Blocks, including three public community conversations with artists and the public.
- Researched local artist community of Lane County to build and maintain a database and initiate first communications through cold calling and emailing.
- Represented and enlisted public feedback by tabling at Saturday Market throughout the entire 2019 summer.
- Supported project leaders at large public events and community conversations; collected surveys, recorded feedback, and aided artists presenting at the events.

Lead Artist & Program Creator for Teens Theatre Workshop

Recipient of Lane Arts Council Project Grant 2019-20. Teens Center of the Eugene Public Library. Eugene, OR

- Built program to offer free new works theatre class to all teens that participate in Eugene Public Library and local nonprofit 15th Night (serving unhoused teens in downtown Eugene).
- Performed all administrative duties, including writing the original grant to fund the project, building the workshop model, lesson planning, and schedule management and communications between the different stakeholder groups.
- Led the workshops and worked one-on-one with participating teens and Library staff.
- Evaluated the workshop and reporting back to Lane Arts Council on project grant goals being met.
- Created a printed version of the Teen's work to live at the library for future teens.
- Established antiracist policies and practices for inclusive and accessible art making.
- Published a collection of the Teens monologues and scenes created that lives in the Teens Center of the Eugene Public Library.

Artistic Director/ Co-Producer

Oregon Performance Lab. August 2015 & 2016. Eugene, OR & New York, NY.

Managed Three-Week pop festival showcasing new performance works; one local, one regional, & one national performance group debuting new work in 500 seat Ragozzino Performance Hall & 99 seat Blue Door Theatre.

- Created a culture that is welcoming, collaborative and productive for all.
- Lead and empowered the artistic and production teams throughout the entire planning and production process.
- Supported artistic risk and innovation in structure, form and content.
- Built local partnerships with Lane Community College, The Student Production Association Board, and other nonprofits and businesses.
- Donor and sponsor cultivation. Created sponsorship levels and managed giving campaign.
- Built project budgets.
- Built box office platform, online and walk-up sales. Ran all closing, marketing, and financial reports.
- Managed student interns, volunteers, and small staff. Trained box office associates.
- Created and managed artist and venue contracts.
- Organized all artist travel and housing.
- Collaborated with internal teams to ensure effective planning, promotion and execution of OPL programs and goals.
- Reviewed and evaluated productions and made recommendations based on mission and best practices.
- Investigated funding sources for programs, prepared and administered grant proposals in cooperating with college staff, artists and partners. Prepared grant reports.
- Directed one of the projects and offered educational opportunities to students to shadow every position.
- Made strategic decisions about season curation in collaboration with Executive Director.
- Established a welcoming culture for all participants to bring their best selves and safely take risks.
- Worked directly with College staff and students to imagine and advance structures for collaboration.
- Directly supervised students, designers, administrators, volunteers and team leaders.
- Lead and serve as primary connector for all facets of OPL with donors, and community leaders.
- Built and maintained relationships with a range of stakeholders including artists, college staff, student production association, audience, donors and partner organizations.

Associate Treasurer for The Shubert Theater

The Shubert Organization. 2013-2016. New York, NY.

- Managed all box office reports, ticket requests, and advance show purchases.
- Customer service at window point of sale.
- Financial management to meet weekly and monthly budgets.
- Facilities management of The Little Shubert Theatre, including working with Operations to meet Union

restrictions and guidelines.

- Communicating with internal and external stakeholders from Shubert Management to Dodgers Management team of *Matilda the Musical* on Broadway.
- Ran opening and closing reports and seat status reports in Star System.

Associate Artistic Director/ Education Director/ Outreach Coordinator/ Box Office Manager

Majestic Theatre. 2011- 2013. Corvallis, OR.

- Developed and lead engagement initiatives on behalf of the Majestic Theatre for all constituents.
- Managed daily functions and communications for Majestic Education and assigned programs.
- Established relationships with local schools, community centers, and local nonprofits serving youth.
- Met with leadership of diverse community groups to strengthen outreach and determine appropriate programming and engagement for their community base. This included Casa Latinos Unidos of Corvallis, Jackson Street Youth Shelter, The Boys and Girls Club of Corvallis, and LGBTQ Teens of Corvallis.
- Investigated funding sources for education programs, prepared and administered grant proposals in cooperating with staff, artists and partners. Prepared grant reports.
- Developed and implemented evaluation methodologies to assess the quality and impact of programs.
- Developed and managed budgets, drafted reports related to education and outreach and community engagement.
- Made new dashboards for Education department and programs to be linked to the Box Office.
- Built and maintained great relationships with local partners, institutions, Oregon State University, and City departments of Corvallis.
- Served as a representative/liaison of the Majestic Theatre within the community.
- Created curriculum materials, lesson plans, and teacher packets.
- Maintained donor records and create donor mailing lists.
- Identified new individual prospects and initiate meetings for the Executive Producing Director.
- Conducted and track campaigns and seasonal ask letters
- Planned special events such as opening night parties and fundraisers.
- Established relationships with local schools, community centers, and local nonprofits.
- Oversaw operations, site and facilities of theater and event space, establishing system improvements as needed.
- Investigated funding sources for programs, prepared and administered grant proposals in cooperating with staff, artists and partners. Prepared grant reports.
- Trained and coordinated volunteers.
- Participated in season planning, hired designers, and casting.
- Directed a mainstage show each season.