

# Zachary R. Sommerfield

## Employment Resume

P.O. Box 1569  
Old Chelsea Station C/O Greg Kennell  
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### SUMMARY:

Quality-oriented business manager with 5 years of small business management experience in both the profit and non-profit worlds. Strong project management background and excellent written and verbal communication skills.

Special expertise in creating and evaluating public relations campaigns, hands on experience in creating street level promotion campaigns, and event planning.

### EMPLOYMENT HISTORY:

#### New Dance Group Arts Center, Senior Manager

2001-2004

- > Worked directly with Artistic Director and General Manager to evaluate current programs and to develop and implement new programs to increase visibility and class attendance.
- > Recruited hired trained and supervised day, evening, and weekend management staff.
- > Supervised and restructured work study program of over 40 students creating policies that reduced absenteeism by 50%, created screening process for quality and work ethic combined with passion for the creative arts.
- > Created and implemented training procedures for all front office staff and junior managers.
- > Personally negotiated with at least 3 clients convincing them to maintain their contracts with the company as opposed to moving to competitors.
- > Assisted Director in several projects by doing research, bookkeeping, and creative problem solving.
- > Coordinated daily activities in the building.
- > Handled all accounts receivable.
- > Created and implemented a morning ballet program.

#### Daniel Nardicio Productions, Business Administration/Production General Manager

2003-2004

##### Production General Manager

- > Supervised budget in coordination with producer and associate producer.
- > Recruited choreographer, scheduled rehearsals, and supervised implementation of original choreographic material for presentation to Pam Ann.
- > Wrote and negotiated star, dancer, and choreographer contracts.
- > Created and implemented all box office, front of house, and merchandise sales procedures.
- > Created and maintained rehearsal and performance schedule.
- > Represented the production in dealings with the theater management.
- > Supervised all promotional appearances.
- > Handled all accounts payable and receivable.
- > Maintained payroll for 12 people.
- > Maintained all records and legal filings.

##### Business Administrator

- > Designed and implemented entirely new cash flow system saving company 800 dollars per month in fees.
- > Formalized Public relations practices by writing formal press releases and contact letters.

- > Negotiated all contracts.
- > Coordinated each new event with CEO from concept to implementation.
- > Formally incorporated company and registered with New York State.
- > Maintained all bookkeeping and payroll.

Skip Costa's Rock Stars NYC, Associate Producer

2003

- > Restructured marketing campaign increasing ticket sales by 400% by targeting specific markets and competitively pricing tickets.
- > Reduced costs and negotiated alternate contract with theater allowing show to perform four weeks longer than projected.
- > Initiated new public relations campaign by creating new press packets.
- > Maintained all bookkeeping and filing.

2002 and 2003 Cabaret Today Awards, Associate Producer

Special Events February 19<sup>th</sup> 2002 and 2003

- > Created and implemented marketing and PR campaigns with executive producer.
- > Found all vendors for event including theatrical stage materials, decorations, and liquor.
- > Negotiated venue contract.
- > Coordinated schedule for over 13 performers and technical staff for two rehearsals and performance.
- > Auditioned and hired 4 dancers for simple movement piece during 2003 show.
- > Created overall look of set and room.

**Dahan and Nowick, LLC, Administrative Assistant**

2003 - 2004

- > Learned *Timeslips* program and maintained all client invoicing and internal payroll from billable hours.
- > Researched statues and case law in several litigations which were successful for our client.
- > Hired and trained 3 administrative assistants eventually training my replacement.
- > Created budget for office renovations creating a more friendly and productive environment.
- > Answered partners personal lines and scheduled meetings with clients.

**Education**

*September 2003 - Present, New School University*

*October 1999 - February 2001, American Musical and Dramatic Academy (AMDA)*

*September 1997 - 1999, Lake Michigan College*

**Computer Programs**

Quick books  
Time slips  
MS Office  
Outlook

**References**

Kenneth Martin  
General Manager New Dance Group  
646-221-4232

Gregory Kennell  
CEO GKDP Designs  
212-243-0549

Daniel Nardicio  
CEO Daniel Nardicio Productions  
917-204-2476