



MATT
CURTIS

PORTFOLIO

CREATIVE PRODUCTION &
SELECTED WORK

OVERVIEW

Creative leader and producer specializing in bringing complex, collaborative projects to life – from large-scale live events and theatrical productions to multi-channel content and campaign initiatives. My work sits at the intersection of creative vision and execution, aligning teams, timelines, and systems to deliver high-quality outcomes across diverse audiences and platforms.



INTERNATIONAL THESPIAN FESTIVAL (ITF)

Creative Direction & Production Leadership

Context

The International Thespian Festival is a week-long national event serving 4,000+ students and educators annually, featuring performances, workshops, mainstage productions, and large-scale ceremonies.

Role

Led creative direction and production strategy for festival-wide storytelling, including the opening and closing ceremonies, content systems, and environmental design direction.



Execution

Creative Direction & Narrative Strategy

- Developed annual creative themes and narrative frameworks across festival touchpoints, aligning live programming, content, and brand voice
- Wrote and structured opening, closing, and awards ceremonies, including run-of-show documents, onstage dialogue, and real-time content adaptation

Content Production & Media Strategy

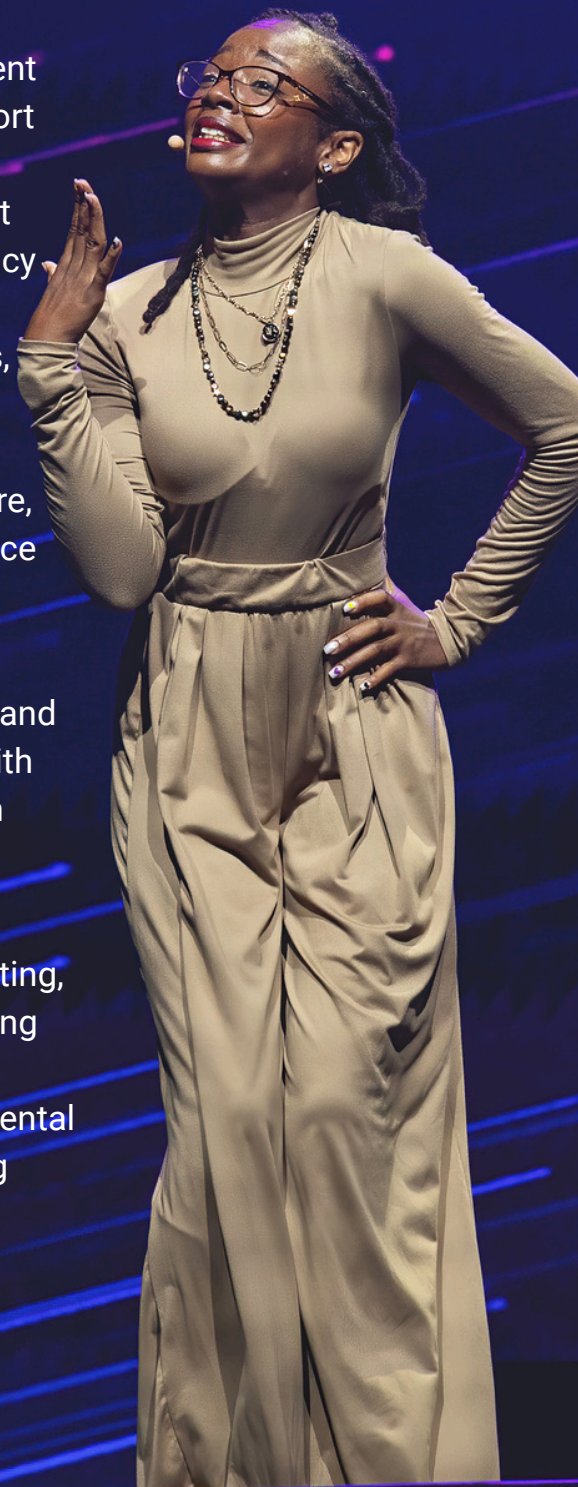
- Led video and photography production, directing content capture strategy and managing on-site teams to support evolving marketing and storytelling needs
- Scripted and storyboarded multi-channel video content across events, development, membership, and advocacy initiatives
- Oversaw rapid-turn video production during live events, including on-site editing and delivery for major audience-facing moments
- Led social media content strategy and real-time capture, guiding teams and creators to maintain a cohesive voice and maximize engagement

Live Production & Performance Direction

- Directed performance elements, including auditioning and rehearsing large ensemble groups and coordinating with Broadway-level guest artists to ensure high production standards

Cross-Functional Leadership & Systems

- Managed cross-functional collaboration across marketing, programming, production, and external partners, aligning priorities, timelines, and deliverables
- Oversaw design and brand execution across environmental graphics, signage, and promotional materials, ensuring consistency across physical and digital spaces





Outcome

- Delivered cohesive, multi-day creative experience for 4,000+ attendees, integrating live production, digital content, and brand storytelling
- Produced and oversaw a high-volume content ecosystem, including:
 - 5+ promotional campaign videos across multiple audience segments
 - 2 large-scale recap films (full-length and condensed edits)
 - 10+ interview-based video features highlighting competition winners
- Delivered rapid-turn content production during festival week, including edited video assets for live audience viewing and closing ceremonies

Impact & Performance

- Elevated production quality and narrative consistency across festival programming, strengthening audience engagement and organizational identity
- Contributed to the organization's return to pre-pandemic participation levels by improving clarity, energy, and cohesion of festival storytelling and marketing efforts

Operational & Team Impact

- Scaled content output and improved cross-team alignment through structured workflows and centralized creative direction
- Successfully executed high-stakes, real-time deliverables during live festival operations
- Strengthened cross-department collaboration, improving clarity and execution across concurrent initiatives

THEATRE CEDAR RAPIDS

Director – Large-Scale Live Theatrical Productions

Context

Directed multiple large-scale theatrical productions at one of the Midwest's leading community theatres, with productions running 4–5 weeks (18-22 performances) and serving audiences of ~480 per performance. Led productions involving casts ranging from 9–30 performers and cross-functional teams of 50+ designers, musicians, and crew members.

Execution

Creative Direction & Production Leadership

- Developed directorial concepts and guided cohesive design aesthetics across scenic, lighting, costume, sound, and projection departments
- Led production meetings and collaborated with designers to translate high-level creative vision into executable production plans
- Directed full production lifecycles from pre-production through performance, balancing creative intent with logistical, technical, and budgetary constraints



Production Planning & Workflow Management

- Built and managed rehearsal schedules and production timelines across multi-week processes
- Structured workload distribution across music direction, choreography, and staging
- Implemented tracking systems for props, costumes, and scenic needs to improve cross-department coordination

Live Production Execution & Complexity Management

- Directed technically complex productions requiring high levels of coordination, including:
 - *Jersey Boys*: Managed fast-paced, cinematic staging with continuous scene transitions and choreographed scenic movement integrated into performance
 - *Hairspray*: Led a 30-person cast through demanding choreography and staging, maintaining cohesion and morale within a structurally segmented rehearsal process
- Ensured seamless integration of performance, technical elements, and pacing across live productions

Cross-Functional Collaboration

- Partnered closely with stage management to maintain efficient rehearsals and smooth transitions into technical rehearsals and performance runs
- Collaborated with marketing teams on production photo/video shoots and messaging to support audience engagement and promotion
- Led hybrid teams of professional designers and volunteer cast/crew within collaborative goal-oriented production environments
- Built strong relationships with artistic and production leadership, contributing as a trusted creative partner within the organization





Outcome

Production & Audience Impact

- Delivered high-quality productions with strong audience engagement across extended performance runs
- Consistently exceeded ticket sales goals during traditionally challenging winter programming slots, driven in part by a strong audience response and word-of-mouth engagement
- Contributed to a consistent, elevated standard of production quality across multiple seasons

Recognition & Awards

- *Hairspray*: Musical of the Year and 10+ additional awards across performance, ensemble, and technical categories (Volunteer Ovation Awards)
- *Jersey Boys*: Ensemble of the Year and multiple leading performance awards
- *Something Rotten!*: People's Choice Musical of the Year

Operational & Team Impact

- Improved rehearsal efficiency and clarity through pre-planned scheduling and structured documentation systems
- Strengthened coordination across departments through organized tracking of production elements and clear communication practices
- Maintained high levels of engagement and morale across large, volunteer-based teams through structured, supportive rehearsal environments

EDUCATIONAL THEATRE ASSOCIATION (EdTA)

Content & Campaign Production Leadership

Context

National nonprofit serving 85,000+ students and 6,000+ educators, delivering multi-channel content, campaigns, and events.

Role

Led creative production across campaigns, digital content, editorial, and brand initiatives, ensuring alignment between strategy and execution.

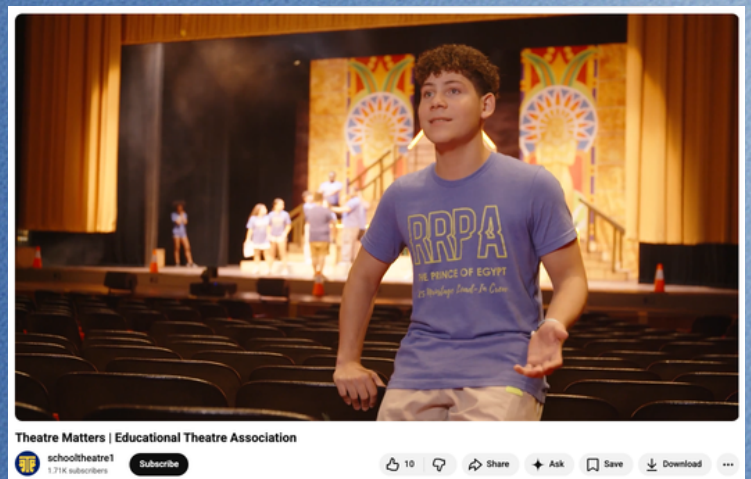
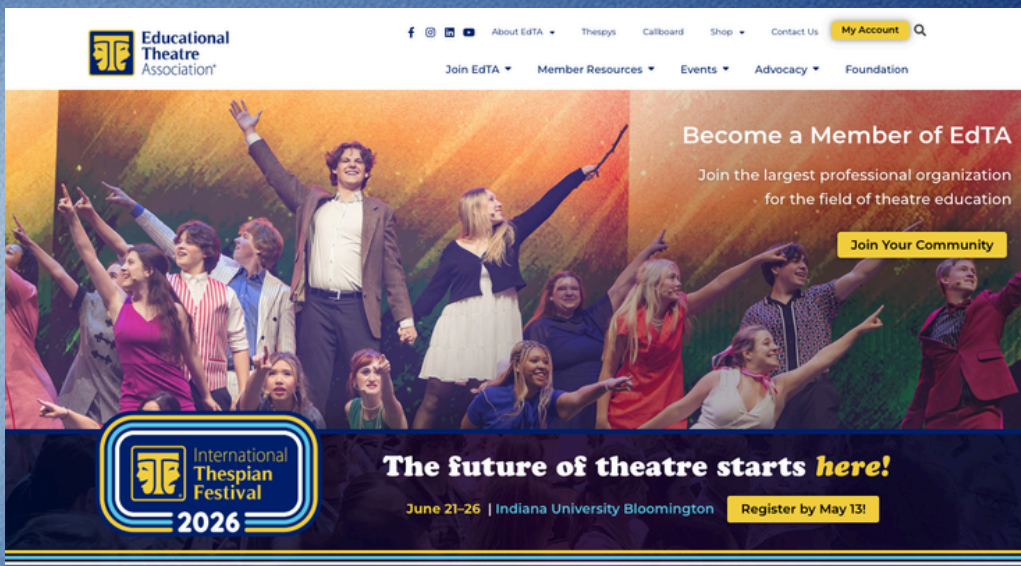


Execution

- Managed end-to-end production of multi-channel campaigns across digital, video, and live platforms
- Built and implemented editorial calendars and production workflows
- Coordinated cross-functional teams including marketing, content, and program stakeholders
- Translated strategic goals into structured creative deliverables and timelines

Outcome

- Increased content output by 200%+ through improved workflows and systems
- Improved campaign alignment and reduced conflicting messaging across departments
- Strengthened audience engagement through more consistent, strategic content delivery



Selected video work and additional creative leadership examples: mattcurtisdirects.com/creative-leadership

ADDITIONAL WORK

Additional directing work and creative leadership portfolio available at

MattCurtisDirects.com

CORE CAPABILITIES

Bringing together storytelling, systems, and collaborative leadership to deliver high-impact creative experiences.

- Creative Production & Project Leadership
- Cross-Functional Team Management
- Workflow & Systems Development
- Campaign & Content Execution
- Live Event & Experiential Production
- Stakeholder & Client Management