

Randall Adkison

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Summary

Innovative Leader with over twenty years of experience in all aspects of creation.

Visionary creator and project manager with demonstrated ability to take an idea from concept to inspiring content.

Logistical and Operational expertise in large scale city-wide events.

Experience

General Manager

The Eugene O'Neill Theater Center

Mar 2022 - Present (6 months +)

Supervise or oversee the Director of Finance, Facilities Manager, Food & Beverage Department, and Production Manager - as well as any future staff or interns assigned to the GM

Serve as a central member of the O'Neill's leadership team

Negotiate commission, licensing, and partnership agreements

Engage with attorney on legal matters as directed by the Executive Director

With Executive Director manage relationships with organizations within the local community

At the direction of the Executive Director serve as an external representative of the O'Neill locally and nationally

Oversee the negotiations of salaries, contract terms for artists, staff, and faculty ensuring that they fall within industry standards

Ensure the O'Neill is current with AEA, SDC and USA agreements

Oversee and support Production Department's work on all company contracts

Support Artistic Directors and Executive Director in the planning and budgeting of conferences

Collaborate with the Director of Finance on the annual budgeting process and preparing / presenting quarterly budget and operations reports to the Board of Trustees

Work to provide checks and balances for the business office

Serve as principal conduit for information flow throughout the organization

Act as primary contact on all Human Resources related matters for year-round staff, faculty, and students

Participate in regular cash-flow meetings and serve as signatory on O'Neill bank accounts

Review data and financial information prepared by business office for all grant applications and reports, including those for State funding

Review and advise on all significant institutional or employment policies, benefits packages, vendor agreements, etc.

In collaboration with the Facilities team, review and advise on major facility investments and repairs

Provide targeted support to the Executive Director in institutional strategic planning

Recommend changes in procedures to improve service and operational efficiency

CEO

Astonishing Media and Event Consulting

Jan 2009 - Present (13 years 8 months +)

Consult on various media and performing arts projects including:
Producer, director and writer on “In the Pits,” an independently produced sitcom for CW17.

- Produced, Wrote, Directed, Edited, and Acted in a Sit-Com that appeared on the CW17.

Additional Cinematography and Editing Consultation, “Messenger of the Truth” Executive Producer, Gray and Nancy Chartrand

- Served as Violence Consultant, Director of Photography, and Story Editor for a major documentary release now appearing on PBS stations nationwide.

Performing Arts Consultant, Florida RTTT Performing Arts Assessment, National Common Arts Core Project

- Served on the Steering Committee, Item Specification Creation Team, Lead Theatre Content Reviewer, Media Creator, Writer, and Assessment Consultant on the first comprehensive Performing Arts assessment in the Nation.

Assistant State Director/Chief Operating Officer

Florida State Thespians, Inc.

Aug 2010 - Aug 2022 (12 years 1 month)

Planned and executed the World’s Largest Youth Theatre festival, with over 11,000 attendees.

Planned and executed Virtual Festival during Covid-19 Pandemic with over 19000 attendees.

Responsible for operational oversight of Statewide festivals and conferences with over 40000 attendees.

Responsible for logistics, production services (live event and digital cinema), and graphic materials for the annual city-wide event, now in its 30th year in Tampa.

Negotiate with exhibitors, promoters, union officials, and other persons regarding contractual rights and obligations.

Hire trainers or coaches to present workshops on performance matters such as training techniques or performance presentations.

Interim Executive Director

Florida Association for Theatre Education

Jun 2020 - Nov 2021 (1 year 6 months)

Served as President of the Board of Director through transition of Executive Directors.

Currently serving as Executive Director during transition of full time director.

Responsible for oversight of all organizational goals, including: Annual conference planning, advocacy, state theatre curriculum, and professional development.

Reduced budgetary expenditures by effectively negotiating contracts for more advantageous terms.

Generated funds through fundraising. Insight and keen focus on corporate partnerships and individual giving.

Managed administrative logistics of events planning, including contract signing, fee collection, event booking and event promotions.

Planned large-scale events such as trade shows, conferences, and meetings.

Managed event logistics and operations, including support staff, vendor services and volunteers.

Led vendor negotiations to obtain cost-effective services and products.

President and Board Member

Florida Association for Theatre Education

Oct 2009 - Oct 2019 (10 years 1 month)

Served as President of the Board of Director through transition of Executive Directors. Responsible for oversight of all organizational goals, including: Annual conference planning, advocacy, state theatre curriculum, and professional development.



Adjunct Professor of Intermedia, MFA Choreography Program

Jacksonville University

Jun 2017 - Aug 2018 (1 year 3 months)

Responsible for curriculum and instruction for Intermedia.

Topics included video editing, recording and presentation.

Hybrid course taught both on campus and online.

President

Orange Park Community Theatre

Jul 2006 - Aug 2008 (2 years 2 months)

Served as Board President during major increases in assets, subscriptions, and technology. Introduced credit card purchases and online ticket reservations. Increased the number of musical productions per year. Instituted two educational productions during summers.

Street Marketing Team

Richard Frankel Productions

Sep 1997 - Dec 1998 (1 year 4 months)

Distributed Window Cards and Point of Purchase flyers throughout New York City for the hit off-Broadway show Tap Dogs.

Entertainment Director/Social Director

Mount Airy Lodge/ Stricklands Mountain Inn

May 1997 - Sep 1997 (5 months)

Booked, managed, and provided entertainment for a resort in the Poconos. Responsible for a weekly activities newsletter. Managed a team of Social Staff that provided daily activities for Resort Guests.

Education



Full Sail University

Master of Science - MS, Arts, Entertainment, and Media Management

Jun 2007 - Aug 2009

Focus on producing and management. Included course work in:

Business Storytelling,

Branding Marketing,

Music, Film, Television, Video game, and Print Producing



Regent University

Master of Fine Arts - MFA, Playwriting and Screenwriting

2010 - 2012

Focus on structure, storytelling, and transmedia.

Course work included aesthetics, script writing and production for cinema, TV and theatre, including critical courses in theatre, cinema, and TV. Program emphasis on redemptive storytelling.

Included courses in:

- Producing for Transmedia (Multi-platform)
- Aesthetics for the Contemporary Communicator



University of North Florida

Bachelor of Arts - BA, English: Drama Concentration

2002 - 2004

Studied Literature and writing with a concentration in dramatic literature and production.



Jacksonville University

Acting and Directing

1992 - 1996

Courses included: Advanced acting, Directing, Lighting design, Script analysis, Creative Dramatics.

Skills

Board Development • Non-profit Development • Entertainment Management • Project Management • Nonprofit Organizations • Event Production • Live Events • Event Planning • Research • Curriculum Development