

GRETCHEN WANGER

Storyteller | Communications Strategist | Video Producer

CONTACT

Gretchen Wanger
gretchenwanger.com
gretchen@gretchenwanger.com
415-254-2600

EXPERTISE

Content Development | Video Production
Event Coordination | Team Building
Marketing | Theatrical Production
Video Editing | Creative Writing
Teaching | Public Speaking

STORYTELLING TOOLS

Adobe Premiere | Final Cut Pro X
ProPresenter | Planning Center
Slack | Asana | BaseCamp
Final Draft

EDUCATION

BA Political Science
BA Economics
Lawrence University | Appleton, WI

SUMMARY

I have 16+ years of creative arts experience in San Francisco.

- Produced >150 original works including video and staged productions.
- Wrote, directed, and produced digital shorts and marketing campaigns.
- Coordinated live events across multiple campuses (6 weekly events).
- Technical Director for weekly live multi-camera simulcast and livestream
- Recruited and managed productions teams of >60
- Created theatrical productions reaching over 3,000 audience members
- Stage Director for semi-annual live theatrical and musical productions
- Developed organizational guidelines for communication
- Producer/Program Coordinator for multiple live weekly events integrating musical, media, and technical teams

WORK EXPERIENCE

Creative Consultant | Freelance | 2018 - Present

Consulting with non-profit Christian organizations about how better to utilize creative and digital arts in their messaging and ministry, focusing on how to incorporate story as a principal tool of communication. I also take on freelance creative projects and am currently working with a former Disney/Pixar Development Executive developing my recent travel blog into a screenplay.

Creative Content Director | CornerstoneSF | 2015 - 2017

- Responsible for the 'voice' of all digital and print communication.
- Pitched and produced marketing resulting in >900 app downloads in first month
- Launched livestream and programming format for weekly live and special events
- Recruited and trained volunteers to serve on livestream and web teams
- Developed comprehensive guidelines for all of the organization's communications
- Led the team in creative content for complete redesign of organization's digital presence including website, app and social media channels

Creative Arts Director | CornerstoneSF | 2005 - 2015

Responsible for the development and production of weekly creative content

- Principal scriptwriter and director for large-scale, multiple-performance holiday productions with budgets over \$50K and total attendance averaging over 3K
- Technical Director for weekly live multi-camera simulcast and livestream
- Producer and Program Coordinator for multiple live weekly events
- Integrated paid/volunteer musical, media, and technical teams
- Created weekly supplemental-video including interviews, documentaries, and stand-alone creative pieces.

GRETCHEN WANGER

Storyteller | Communications Strategist | Video Producer

REFERENCES

Kiel Murray

Former Development Executive,
Screenwriter for Cars, Cars 3
Pixar Animation Studios

Terry Brisbane

Lead Pastor & CEO
CornerstoneSF

Charles Miller

Engineering Manager
Enjoy Technology

PORTFOLIO

gretchenwanger.com/portfolio

WORK EXPERIENCE (CONT'D)

Creative Arts Director (cont'd)

- Cultivated an arts community with weekly gatherings, writing, acting, and improv workshops, regular open auditions, movie talk-back nights, and events
- Fostered a creative staff-culture and built volunteer teams in all facets of production
- Demonstrated a measurably higher long-term retention rate for volunteers
- Producer and host of an annual Arts Night, the highest attended event outside of holiday events

Video Editor, Scriptwriter | Freelance | 2000 - 2005

- Edited a weekly local television program
- Scriptwriter/Director for multiple annual theatrical productions for local churches of 500-1000 member communities
- Scripted, directed and edited several commercial and promotional spots for local broadcast television

PROFESSIONAL DEVELOPMENT

Public Speaker, Seminar Teacher | 2005 - present

- Recurring speaker at CornerstoneSF summer series and quarterly Women's events
 - Weekend and multiple live services audience of >1600
 - Quarterly Women's events (live attendance of 200)
- Periodically taught story writing seminars, hosted movie talk-back nights, taught breakout sessions at arts conference on scene writing and story principles
- Lead improv workshops as team building exercises for staff and volunteer teams

StoryBrand™

Story-based Brand Marketing Course

CFCC Certification Labs

Web Content and Church Marketing

Story™ Workshop Seminar

Robert McKee

Acting Techniques | Improvisation

American Conservatory Theater, San Francisco

AWAI Copywriting

American Writers & Artists, Inc.