Dorian Block

Creative Arts Leader & Marketing Strategist

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Dorian Block is an intersectionally diverse leader drawing from Hispanic, Native, & LGTBQI+ lived experiences. He is cultured through an extensive background of non-profit governance training by top-rated institutions & a decade of experience to innovate the entertainment field. He is passionate about strategic visions incorporating socially conscious audience development, revenue diversification, & digital advancement in the performing arts.

ARTS LEADERSHIP

- Presenter at the 2023 OPERA America Marketing Forum on 'Social Media Metrics: Priorities & Measurement.'
- *Opera Canada* Board of Directors Member, Digital Strategy and Fundraising Committees (2023-Current).
- OPERA America Mentorship Program for Opera Leaders of Color (2022–2023).
- 5th SphinxLEAD (Leaders in Excellence, Arts & Diversity) Cohort for a 2-year leadership intensive of mentorship, networking, and leadership retreats at top institutions throughout the US (2023-2025).
- Presenter at 'Facebook Community Boost 2018' on growing audiences and optimizing online advertising.
- Santa Fe Opera Backstage Door Manager, End of Season Assistant House Manager (2016), Usher (2009-2010).
- Assistant Director, Pandemonium Productions (2012).

SELECTED PROFESSIONAL EXPERIENCE

Digital Marketing & E-Commerce/Social Media Manager, Dallas Opera, Dallas, TX (April 2021 – January 2023)

- Set goals, strategies, and managed content across multiple social media platforms maintaining an editorial calendar with tasks and assets in Asana with pre-scheduling in Hootsuite.
- Led a team generating story ideas, managing graphic design, creating and repurposing engaging content.
- Supported the launch of thedallasopera.TV and re-structured top internationally ranked operatic digital programming initiative, TDO Network, to support updated organizational goals.
- Instituted, designed, and produced monthly celebrations for a campaign to support organizational Equity, Diversity & Inclusion initiatives.
- Supported strategy and launch of the overwhelmingly successful Under 45's group, 'Crescendo,' for audience development.
- Participated in the creative design process for season materials and translated print to digital design.
- Showcased and selected photography, video assets, press mentions, & reviews.
- Built Wordfly email communications for, e-newsletters, performance reminders, subscriber, and ticket sales promotions.
- Performed maintenance and managed project timelines for organization-wide WordPress website content, design, and updates.
- Advised and implemented best SEO practices to ensure high ranking in internet search return results.
- Responsible for a 2000%+ YOY increase in average website conversions from social media referrals.

Marketing Assistant, New Mexico United, Albuquerque, NM (April 2019 – December 2019)

- Ran successful advertisement and email marketing campaigns contributing to a $3M merchandise line and box-office-breaking ticket sales, which led the league in 2019 merchandise and attendance.
- Built and maintained online relationships with supporters and other big brands, acting as a liaison to supporter groups, responding to online fan queries, and growing an emailing list of 25,000+.
- Monitored and pulled analytical data for social media, websites, eCommerce, Facebook, and Google Ads.
- Wrote copy for blogs, MailChimp mass emails, SportsEngine webpages, social media posts, merchandise descriptions, Wikipedia articles, and advertisement campaigns.
- Writing featured on the highest-performing page in United Soccer League (USL) History and in blogs consistently among the USL's top five most visited monthly pages.
- Captured emotional responses during matches through the lens of a Canon EOS Rebel T6.

- Coordinated on-field functions during matches including timing pre-match elements.
- Managed the Marketing & Communications Director's calendar and assisted in preparing for national press conferences and *ESPN* shoots.
- Oversaw the Local Artist Series retail line.

E-Marketing Associate, Homewise Inc., Santa Fe, NM (April 2018 – February 2019)

- Managed all aspects of the company's online presence including a WordPress website, Salesforce email marketing, social media, blogs, and online advertising.
- Compiled regular reports on e-marketing effectiveness, proactively recommending strategic adjustments.
- Integral in creating and launching the company's fifth website in a 30-year history, optimizing web page copy for SEO, and mapping out better site navigation.
- Grew the company's robust Facebook presence by almost 5% within the first year, overseeing multiple Facebook Ads campaigns and optimizing Audience Network.
- Created social media marketing strategic plans for two consecutive fiscal years.

Marketing Assistant, Santa Fe Opera, Santa Fe NM (May 2017 – December 2017)

- Edited and copywrote, giving design direction for all publications; from the annual 160+ page program book and the Grammy Award Winning *The Revolution of Steve Jobs* Hybrid SACD, to the *Crescendo* seasonal magazines, print ads, eBlasts, and subscription mailings, pulling Tessitura lists.
- Oversaw photoshoots and Insta-meets, conducting venue tours before performances and during the off-season, including a Ford photoshoot with *Travel + Leisure Magazine.*

Communications Coordinator & Grant Writer, (April 2016 – April 2017)
AmeriCorps VISTA: Santa Fe Community Foundation, Santa Fe, NM

- Managed, brainstormed, and executed content strategy for social media platforms.
- Created communications plans, branding, & drafted language for organizations, campaigns, & initiatives.
- Facilitated large groups for training and community conversations.
- Wrote grants for the City of Santa Fe Mayor's Cabinet including an executive summary for the United States Council of Mayors that made it to the final round with only five other cities.
- Remodeled and clarified monthly social media reporting to increase focus on key, actionable metrics.
- Edited and created content for press releases, e-news, blogs, and social media posts.
- Created and launched Wix websites for multiple working groups, one of which even received commendations in an article from *The New Mexican*.

EDUCATION

2015 McMurry University, Abilene, TX
B.A, English, Minor: Arts Administration, 3.75 GPA, Dean's List all 4 years

- Alumni Board of Directors (2020-Current), Engagement Committee Chair (2021-2023)
- Editor & Writer for *The McMurry University War Hawk Herald*
- Art Editor & Prose Editing Staff for *The Galleon*
- Won a Position Paper Award at National Model United Nations, Rome, Italy 2014
- President of Sigma Tau Delta Honors English Club McMurry University chapter
- Applicable Coursework: Theatre Management, Business Management, Servant Leadership, Musical Theory I & II, Aural Skills I & II, and Gallery Practices.

2020 Central New Mexico College (in partnership with Facebook), Albuquerque, NM
Certification in Digital Media Marketing, 4.0 GPA

- Applicable Coursework: Project Management, Digital Marketing, Digital Storytelling, Principles of Marketing, Social Media Strategies, and Theories of Visual Communication.

PROFESSIONAL MEMBERSHIPS

- OPERA America (2022-2023)
- League of American Orchestras (2023-2024)