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ANDREW THEISS

PROFESSIONAL EXPERIENCE

EDUCATION

SUNY Purchase College Conservatory of Theatre Arts

*Bachelor of Fine Arts in Theatre Design
& Technology*

Fashion Institute of Technology School of Liberal Arts and Sciences

*Associate of Applied Science in Film and
Media*

SKILLS

- **Adobe Creative Cloud:**

Photoshop, InDesign, After Effects,

Premiere Pro, Lightroom, Audition

- **Content Editing:**

CapCut, InShot, Canva

- **Social Marketing:**

Instagram, TikTok, YouTube, Facebook,

Twitter, Mailchimp

- **Data Analytics:**

Tableau, Looker, Soundcharts, Luminate

- **Fan Engagement Research:**

Co:Brand, Soundstats

- **Production Distribution Software:**

Haulix, FUGA, DigiPromo

- **Microsoft Office**

- **Google Suite**

- **Copywriting**

- **Airtable**

- **American Sign Language**

- **NYS Class-D Driver's License**

Camp Ramaquois

Jun. '25 - Pres.

Media Manager

- Led a 15-person creative media team including photographers, videographers, and social media staff across daily summer camp event coverage and content creation tailored for family-friendly viewing.
- Overhauled content strategy and standardized production workflow, professionalizing the team and resulting in doubling content output and a 35% increase in social media followers.
- Professionalized and reorganized the media team, more than doubling its size within the first year of management.
- Streamlined our social media outreach to more accurately reflect camp values, leading to a 35% increase in profile interactions on Instagram.

Camp Ramaquois

Jun. '23 - Pres.

Content Creator

- Created weekly newsletter videos encapsulating all the events and activities at camp, seeing a 15% increase in viewership year-over-year.
- Produced trending and informative short-form content for social media and transformed long-form video content into short-form social-first media.
- Enhanced production standards through informing camp directors of the best equipment to use and practices to follow to match current industry trends.

Purchase College

May '24 - May '26

Social Media Manager

- Managed the official Instagram account for Purchase College's Theatre Design & Technology Department.
- Captured photos and created short-form videos of classes, events, and live productions.
- Initiated an account rebrand to align with the college's visual identity, leading to a 64% increase in followers and over 83% profile views.
- Organized schedules for capturing and posting events in coordination with brand ambassadors via Airtable.

Theiss Designs

Sept. '25 - Jun. '26

Photographer

- Organized with clients and directors to capture shows and events with an emphasis on live theatre and live dance in educational environments, producing portfolio-worthy pictures.
- Developed skills and techniques for adapting to dynamic stage lighting and arrangements to ensure true-to-life documentation of productions.
- Culled and edited photos to ensure quality and appropriateness of all photos.

Theiss Designs

Sept. '22 - Jun. '26

Lighting Designer

- Connected with Directors, Choreographers, and Clients to achieve a shared artistic vision through the realm of light via paperwork, installation, programming, and design.
- Supervised all tiers of lighting personnel and established relations with other design departments to ensure proper implementation of lighting designs.
- Delegated lighting design projects to qualified freelance designers while overseeing client communication and quality control