

Anna-Christina Phillips

Arts Advocate
Boston, Massachusetts

annacphillips@gmail.com
annieclarinet.com

ABOUT ME

Classically trained performer whose strengths lie in combining my deep cultural knowledge, investigative mind, and business savvy to create the future of music.

TEACHING EXPERIENCE

Faculty, Entrepreneurial Musicianship New England Conservatory August 2017-present

Developed and teaches *Creating an Audience*. Using an audience-centric and data-based approach, students learn the tactical skills necessary to bring a project to market through practical assignments directly applicable to their individual or ensemble careers. Frequent guest presenter in other faculty classrooms.

Faculty, Arts Extension Service University of Massachusetts, Amherst November 2017-present

Teaches *Arts Marketing* to undergraduate, graduate, and certificate students. The all-online course covers understanding the marketing mix, utilizing environmental analysis, market research including focus groups and surveying, developing position statements, and branding an organization.

Faculty, Professional Development San Francisco Conservatory of Music August 2013-June 2016

Co-developed and taught *Musical Startups*, a graduate-level seminar on bringing a musical project idea to life. Class topics include mission statements, business models, budgeting, publicity, and venues. Developed and led *Audience Development Research Project*, an ethnographic research project to draw insights for the design of students' concert planning. Frequently guest-taught *Practical Aspects*, an undergraduate-level seminar on developing your musical career

WORK EXPERIENCE

Associate Dean of Entrepreneurial Musicianship New England Conservatory Aug 2016-present

Leads 5-person office responsible for the professional development of 800+ students. Oversees curriculum development and advocacy across campus, guest teaches on topics ranging from grant writing to publicity, develops thought leadership, advises on topics from resumes to organizational development to fundraising (330+ sessions/year); plans, produces, and presents co-curricular workshop series; manages all student internships, fellowships, and independent studies. Promoted from Assistant Director, July 2018.

Operations and Programs Lead Zoo Labs | Oakland, CA April 2014-July 2016

[Zoo Labs](#) is a music accelerator that investigates and invests in the intersection between creativity, craft, and commercial viability. Managed all day-to-day business and program operations including finance, hiring, facilities and resource management, and special events. Organized and facilitated Zoo Labs' 12-day, live-in music residency program. Promoted from Executive Assistant to final role in August 2014.

Co-Director Switchboard Music | San Francisco, CA January 2012- 2019

[Switchboard Music](#) supports new music in the Bay Area by engaging artists and audience from varied musical communities. Founder and programmer of the monthly Switchboard Presents concert series, designs and executes all marketing and publicity campaigns, programs annual festival. Promoted from publicist to co-director in January 2014.

Managing Director Magik*Magik Orchestra | San Francisco CA August 2010-March 2014

The [Magik*Magik Orchestra](#) is a made-to-order orchestra for artists with a mission to attract new listeners and participants to the orchestral experience. One half of the executive team; managed day-to-day operations and designed and implemented all children's programs.

Publicity Associate San Francisco Symphony | San Francisco, CA August 2010-December 2013

Assisted in soliciting press coverage, social media content creation, website upkeep, media asset management, and composing of press materials.

OTHER PROJECTS

The Artist Canvas Creator, teaching and organizational development tool *ongoing*
Developed and designed an alternative to the Business Model Canvas for mission-driven individuals and organizations, using language and concepts applicable to purpose-driven work. [The Artist Canvas](#) is now in use at several music schools nationwide; supporting writing is in development.

Marketing Lead Make Music Boston | Boston, MA *June 2017*
Designed and executed marketing strategy for 75+ performance music festival on the summer solstice, including developing visual brand, production of print materials, and a full publicity campaign, garnering coverage in all major Boston press outlets

Freelance Publicity Consultant San Francisco, CA *March 2011-July 2016*
Ran publicity campaigns and consulted with ensembles on San Francisco's up-and-coming contemporary/crossover performing arts scene, garnering placements in all major Bay Area outlets.

Clarinet/Bass Clarinetist Nonsemble 6 | San Francisco, CA *August 2009-June 2014*
Nonsemble 6 was a self-managed ensemble known for their fully staged, memorized presentations of theatrical chamber works. Founding member and manager. Performances included appearances at the Kennedy Center, Stanford University, UC Santa Cruz and the San Francisco Conservatory of Music

LECTURES & WORKSHOPS

The Artist Canvas Music Teachers National Association Annual Conference *March 2019*
Presented lecture & participated on panel discussion as part of Pedagogy Saturday Entrepreneurship track.

Future Symphony Orchestra Musician League of American Orchestras Conference *June 2019*
Presented to executive directors on the pool of future professional orchestra musicians and the issues they face and are concerned with. In collaboration with Tanya Kalmanovitch.

Audience Identification Coro by iCadenza *February 2018*
Created a 3-part video 'micro-course' and supporting materials for the online [Coro course library](#)

Audience Identification | Publicity | Personal Finance NEC *ongoing*
Regular online video workshops presented to New England Conservatory alumni; 7k+ total views

The Artist Canvas Boston University *January 2018*
Presented to theater, visual arts, and music students at the College of Fine Arts

The Artist Canvas NETMCDO Conference | Los Angeles, CA *May 2017*
Presented in a teaching demonstration at the annual conference of the Network of Music Career Development Officers

Design Thinking Workshops New England Conservatory *2016-present*
Regularly presents a crash course in design thinking based on IDEO's Toolkit in co-curricular workshops and in the undergraduate and graduate courses

Design Thinking Workshop Megapolis Festival, Oakland CA *June 2015*
Developed and presented a design thinking workshop based on the Zoo Labs model

Defining Success as an Artist Emerging Arts Professionals Bay Area *August 2012*
Spoke on how to define success in the field of arts and arts administration

EDUCATION

San Francisco Conservatory of Music Master of Music, Clarinet Performance *2010*
Studied under Luis Baez and Jerome Simas of the San Francisco Symphony. Recipient of the Clarinet Department award in April 2010.

Peabody Institute Bachelor of Music, Clarinet Performance *2008*
Studied under Steven Barta of the Baltimore Symphony. Graduated in top 10% of Johns Hopkins University class, Dean's List for 8 semesters, Liberal Arts concentration from Johns Hopkins.