

# LEAH M FRANTZ

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[Website](#) [Linkedin](#)

- EDUCATION** **New York University** New York, NY  
*Bachelor of Arts in Performance Studies, GPA: 3.77 | Dean's List* August 2021- May 2025
- Minors: Psychology & Business of Entertainment Media & Technology.
  - [Situation Interactive](#)'s From Storytelling to Story Selling: Live Experience Marketing
  - NYU Madrid (Summer 2023)
  - Extracurriculars: Cohort Leader in [NYU's Give Where You Live Program](#), President & Director of Communications for Hall Council
- EXPERIENCE** **[TT Partners](#)** New York, NY  
*Administrative Assistant* January 2026- Present
- Managed daily office operations, including inventory, supply ordering, billing, organization, and hospitality
  - Served as the primary point of contact for phones, shared inboxes, reception, and coordinating internal/external communications.
  - Supported financial administration and production operations, including invoicing, payments, mail handling, contracts, payroll, and recordkeeping for Broadway productions and development projects.
- [George Street Playhouse](#)** New Brunswick, NJ  
*Development Associate* September 2025 - December 2025
- Co-developed donor communications, appeals, planned giving, and grants, supporting \$760K+ in contributed revenue across all funding sources.
  - Led multi-channel annual appeal, driving 50% revenue growth and supporting 70% donor retention through CRM stewardship and acknowledgements.
  - Partnered cross-functionally to create fundable narratives and execute major donor events, including Opening Nights and the Annual Gala, strengthening engagement and revenue.
- [321 Theatrical Management](#)** New York, NY  
*Touring/General Management Intern* May 2025 - August 2025
- Tracked weekly box office reports & processed royalty distributions for *Wicked North American Tour*.
  - Drafted & filed AEA contracts, arranged cast housing logistics, & participated in advertising meetings for *The Outsiders Tour*.
  - Reserved rehearsal spaces & prepared budgets for the *Kimberly Akimbo Tour* rehearsals & engagements.
- [Allied Global Marketing](#)** New York, NY  
*Marketing & Press Intern* January 2025 - May 2025
- Wrote press releases, collected press clippings, & developed 5 marketing guides used across U.S. tour markets.
  - Compiled daily sales reports & updated promotional assets to maintain brand accuracy.
  - Joined venue marketing & press calls with producers to pitch promotional strategies.
- [The Theater Center Off-Broadway](#)** New York, NY  
*Marketing Assistant (formerly Intern)* May 2024 - December 2024
- Increased social media following by 23% & drove \$536K+ in ticket revenue.
  - Launched ad campaigns across Meta & Google, achieving a peak ROAS of \$58.70.
  - Boosted ticket sales by 53% through SEO optimization & website redesign.
- [Tisch New Theatre](#)** New York, NY  
*Producer/General Manager* August 2022 – December 2024
- Managed budgets totaling \$17K+ & led production teams of 70+ for four sold-out shows.
  - Negotiated over 70 labor & venue contracts.
  - Oversaw show development from concept to performance, resulting in higher company revenue
- SKILLS** **Computer:** Microsoft & Google Suite, Adobe Suite, Constant Contact, Mail Chimp, Asana, Monday.com, Notion, Slack, Google Analytics, Google Search Console, Canva, Wix, Squarespace, Ticketmaster, QuickBooks  
**Language:** Elementary French & Spanish