Nicole Gluckstern
estrellasuerteproductions.com

Curriculum Vitae

Summary

As a full-stack marketing and communications professional, office and project administrator, and retail manager, I have years of experience in business operations, narrative storytelling, community outreach, and content creation, whilst juggling multiple deadlines and shifting priorities. Certified in Visual Media design, I've taken and edited photos, videos, and graphics for print and for web, and specialize in clean and accessible information architecture and web design. In 2022, I co-founded *Substrate Arts*, a cooperatively-owned-and-operated online magazine in San Francisco, CA. I currently assist creatives, non-profits, and small businesses with their publicity, marketing, web design, administrative tasks, and backend systems.

Education

- **San Francisco State University**, MA in Theatre Arts (*distinguished honors*), SF, CA, *Spring 2022*
- **San Francisco State University**, BA in Theatre Arts (*Magna Cum Laude*), SF, CA, *Spring 2021*
- **City College San Francisco**, Visual Media Design Certification, SF, CA, *Spring 2017- Spring 2018*

Selected Work Experience

- **Ecostore**, Auckland, New Zealand. Retail Shop manager. I manage a small team specializing in customer experience and shop operations for New Zealand's premiere brand of environmentally friendly cleaning and body care supplies *October 2025-present*
- **BizMagic**, Remote/USA. Client Management and Virtual Assistance, specializing in communications, business administration, and systems support, *May 2024-present*
- **Substrate Arts**, SF. Co-owner/co-manager of digital arts magazine. Web designer, webmaster, finance & business operations, publicity, fundraising, social media support, event support, and journalism, *January 2022-2025*
- **San Francisco State University School of Theatre and Dance**, SF. *August 2021-June 2025*
  - Lecturer Faculty, *Spring 2025*
  - Assistant Academic Office Coordinator. General administrative support, including external and internal communications, supervision of student-run social media, student publicity, and student-designed marketing collateral in adherence with brand and style guidelines, additional content creation, digital asset management, website updates, newsletter, scheduling, and event support, *December 2021-February 2024*
  - Graduate Assistant. Instructor support, evaluation of student work, collaborating on curriculum and instruction, *August 2021-December 2021*

- **Yerba Buena Gardens Festival**, SF, event staff: setup, FOH staffing, and breakdown of citywide arts events including concerts, dance performances, readings, and cultural celebrations, *July 2021-July 2023*
- **EXIT Theatre/San Francisco Fringe Festival**, SF. *2008-2021*
  - Publication designer, *July 2017-July 2021*
  - In-house publicist/marketing manager/social media manager, *Winter 2017-April 2020*
  - In-house Fringe Festival newsletter author and editorial, *2008-2019*
  - I also freelanced at EXIT Theatre/SF Fringe for a number of years as a lighting designer, technician, and stage manager
- **Eye Zen Presents**, SF. Acting company manager in charge of operations, community outreach, event and production logistics, fundraising support, artist contracts, scheduling, and social media, *December 2018-July 2019.*
- **Folio Books**, SF. Store manager: scheduling, payroll, event management, media & community outreach, and social media, *April 2016-May 2017.*
- **Bi-Rite Market**, SF. Grocery dept. supervisor, *April 2015-February 2016.*
- **Other Avenues Food Cooperative**, SF. Co-owner, department manager, buyer, payroll, inventory management, event management, media & community outreach, fundraising support, and social media, *July 2007-April 2015.*
- **Estrella Suerte Productions/Bikes to Books.** As the Principal of a one-person production company, I fill every production role while prioritizing artist well-being and audience interactivity, *2008-present*

additional information, work history, and referees available upon request.

Skills

Hard skills

- Microsoft Office
- Google Office/Workspace
- Outlook
- Adobe Suite
- Canva
- WordPress
- Drupal
- HTML/CSS
- Basic audio and video production
- Content creation/asset management
- Meeting software & technologies
- Multiple CRM/CMS platforms
- Multiple project management and scheduling platforms
- Multiple email, survey, ticketing, and social media platforms

Soft skills

- Detail-oriented
- Deadline-oriented
- Creative, outside-the-box thinker
- Highly collaborative
- Excellent writing, listening, and interviewing skills
- Highly effective relationship-builder
- Ability to work with diverse populations and communities
- Ability to juggle multiple projects and shifting priorities
- Ability to quickly learn new software, systems, and operations
- Ability to self-direct, lead, and work within a team