

# VANESSA IMMINK

THEATRE MAKER, PRODUCER, FESTIVAL  
DIRECTOR, EDUCATOR & ADVOCATE

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## SKILLS

PROJECT MANAGEMENT   EVENT MANAGEMENT   ARTS STRATEGIES   MARKETING STRATEGIES   DIGITAL MARKETING  
SOCIAL MEDIA   PUBLIC RELATIONS   RELATIONSHIP MANAGEMENT   PUBLIC SPEAKING   GRANT WRITING  
CRM & DATABASE MANAGEMENT   BUDGET MANAGEMENT   TRAVEL MANAGEMENT   ADVANCED MICROSOFT SUITE

## WORK EXPERIENCE

### ARTS DEVELOPMENT COORDINATOR - WHAKATĀNE DISTRICT COUNCIL

January 2022 - present

Coordination of the District Arts Strategy for Whakatāne District Council.

### SENIOR PRODUCER & MARKETING MANAGER - KIA MAU FESTIVAL

May 2020 - July 2021

Creating a marketing strategy & delivery of the 2021 festival, senior leadership position producing a series of events, website management, ticket management and festival delivery.

### SENIOR PROGRAM COORDINATOR, FRINGE CLUB - ADELAIDE FRINGE FESTIVAL

October 2019 - March 2020

Responsibilities included programming minimum 3 acts per night across the 5 week festival, team management, liaising between venue, security and artists, and providing a safe space for artists.

### CLIENT RELATIONSHIP MANAGER - STARNOW

May 2017 - August 2019

I was responsible for over 250 clients from across Australia, USA and New Zealand discussing casting requirements, special features, product development and high quality client support at one of the biggest tech companies in the world for casting solutions.

## INDUSTRY EXPERIENCE

### FOUNDER & PRODUCER - VANESSA IMMINK PRODUCTIONS

October 2019 - present

Founder of VOLT - an educational arts management platform for independent live performance practitioners in Aotearoa - developed and hosted on digital platform Passion.io

October 2017 - present

Owner and founder of VIP, a creative production house based in Whakatāne, New Zealand. Our vision is that Aotearoa live performance creatives and stories are recognised as the best in the world.

### INDEPENDENT PRODUCING

Feb 2022: *Where Our Shadows Meet* - Equal Voices Arts

Oct 2021 - present: *Whakapaupākihi* - Piksies Melody Ltd (multi-million dollar project)

Oct 2021 - March 2022: *Pakaru* - Auckland Arts Festival & Aotearoa New Zealand Festival of the Arts

Jun 2019: *Fishin' Chip* - Kia Mau Festival - BATS Theatre

Mar 2018 - March 2019: *Talofa Papa* - NZ Fringe Festival, Kia Mau Festival, FRINGE WORLD Festival (Perth), Adelaide Fringe Festival, Basement Theatre (Auckland)

## **GOVERNANCE EXPERIENCE**

- Board Member: Arts Wellington 2020 – present
- Administrative Assistant: Te Aka Toitū Trust 2020 – present

## **SPECIAL PROJECTS**

### **FESTIVAL DIRECTOR - PŪTAHI FESTIVAL**

**October 2020 - present**

Leading a development theatre & dance festival for rangatahi Māori & Pasifika practitioners in Te Whanganui-a-Tara.

### **CONSULTANT - CREATIVE NEW ZEALAND CREATIVE DIGITAL AGENCY PROJECT**

**August 2021 - December 2021**

Consultant under Oyster Workshop to write a business case for Creative New Zealand around the plausibility of a new agency focused on creative digital projects and skills development.

### **PROJECT PRODUCER - NGĀ HUA TOI**

**August 2020 - March 2021**

Leading an advocacy project for Māori Theatre & Dance practitioners across Aotearoa, to provide touch points of connection through digital hui & wānanga, creating & filming 6 video tutorials around arts management, database creation, and information sharing to our wider Māori live performance sector.

### **PRODUCTION ASSISTANT/TOUR MANAGER - LUNCHBOX THEATRICAL PRODUCTIONS**

**May 2015 - May 2017**

Worked on multiple international tours New Zealand legs; *Singin In the Rain*, *Cats*, *Blue Man Group* and *Priscilla Queen of the Desert*. Responsibilities included petty cash, per diem budgets, tour management, transport logistics, assistant to the Producer & Company Manager.

## **MY ACADEMIC HISTORY**

### **WHITIREIA NEW ZEALAND**

Bachelor of Applied Arts - Performing Arts (Musical Theatre), Dec 2015

Diploma in Performing Arts (Singing), Dec 2014

<b>YEAR</b>	<b>NAME OF COURSE</b>	<b>RUN BY</b>
<b>2022</b>	10x Week Commercial Producing	<u>Theatre Producers of Color</u>
<b>2021</b>	Te Pōkaitahi Reo 3 & 4	<u>Te Whare Wānanga ō Awanuiārangi</u>
<b>2021</b>	Paid Ad Academy - 12 months	<u>The Digital Picnic</u>
<b>2021</b>	VIP 12 Month Programme	<u>The Digital Picnic</u>
<b>2020</b>	Te Pōkaitahi Reo #2	Te Whare Wānanga ō Awanuiārangi
<b>2020</b>	Social Media Manager School	<u>The Digital Picnic</u>
<b>2019</b>	Producer Bootcamp	<u>MILKE</u>

### **DIGITAL EXPERTISE**

#### **Project Management:**

Monday.com  
Trello  
Asana

#### **Website development:**

Squarespace  
Wix  
Wordpress  
Back end of developer sites with training

#### **Budget Management:**

Xero  
Hubdoc

#### **General Management:**

Google Suite  
Dropbox  
OneDrive  
Slack