

Haley McCormick

Arts Administrator

265 Anne Marie Court
Hinckley, OH 44233

440-799-7143
mchaley9@gmail.com

NY based (Sept 2019)



Portfolio- Haley McCormick

- Resume.....2
- Sample Social Media Posts (Elon Music Theatre/Interpretations Dance Academy).....3
- Sample Articles (*Emaya/Casting Directors*).....5
- Online Poster Advertisements.....8
- Sample of online programs (*The Wedding Singer/Sweeney Todd*).....9
- Physical *Wedding Singer* program11
- Elon Music Theatre Class of 2019 Fundraising Flyer.....12
- Elon Cares Fun Fund Application- Grant Writing.....13
- Accounting Mock Balance Sheet Assignment.....15
- Performance Resume.....16

Haley McCormick

265 Anne Marie Court
Hinckley, OH 44233

440-799-7143
mchaley9@gmail.com



Arts Administrator

NY based (Sept 2019)

Profile

Haley McCormick is originally from Cleveland OH. She began her arts education early on as a dancer, and participated in musicals at an early age. She attended Elon University where she trained as a music theatre performer and gained knowledge in the administrative and business side of all arts categories. As a double major, Haley learned extreme time management skills. Her experience as a performer gives her diverse perspectives and her drive, communication skills, and love for the arts makes her a dynamic, hard worker.

References

•Scott McPherson

Interpretations Dance Academy

(440)-838-1809

smcphers13@gmail.com

•David McGraw

Elon University, Coordinator of

Arts Administration

dmcgraw@elon.edu

•Joseph Kean

Chief Compliance Officer,

Vantage Financial

(216)-642-7878

jkean@vanfin.com

Experience

Marketing Intern— Interpretations Dance Academy

Cleveland, OH (Summer 2017)

- Created/organized website and
- Took inventory of dance classes and payments
- Created Instagram posts and advertisements for the upcoming season

Social Media Intern — Elon University Music Theatre Department

Elon, NC (August-December 2018)

- Created program for *Sweeney Todd* (over 80 people involved) and *The Wedding Singer*
- Wrote articles about notable alumni
- Created posts and gained followers for Music Theatre Instagram page

Director—Elon Cares; Equity Fights AIDS

Elon, NC (2017-2019)

- Coordinated annual benefit concert at Elon and created a relationship with Broadway Cares Equity Fights AIDS in New York City
- Organized cast of 50 performers, put together a program of performance numbers, and scheduled all rehearsals
- Applied for and received "Fun Fund" Grant from Elon to help pay for expenses. Raised over \$4,000

Office Assistant—Vantage Financial Group

Cleveland, OH (2015-2016)

- Organized/scanned thousands of files; inputted data in 'Cetera Advisor Networks' program
- Created spreadsheets and receptionist work

Education

Elon University — B.A. Arts Administration/B.F.A. Music Theatre

Highland Highschool; Hinckley OH- Honors Diploma

Skills

Professional Skills: Public Speaking, Social Media, Online Marketing, Scheduling, CPR Certified

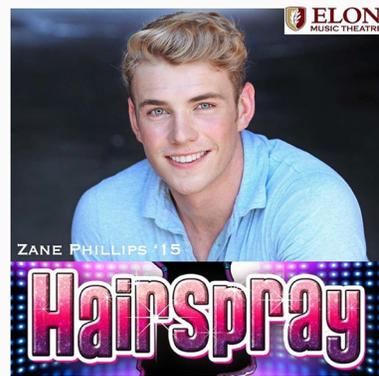
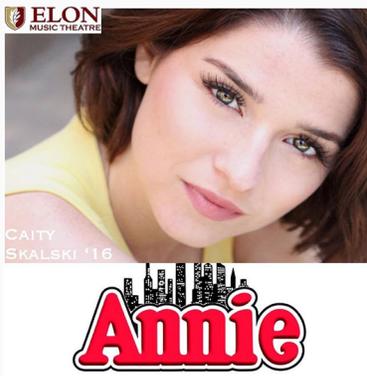
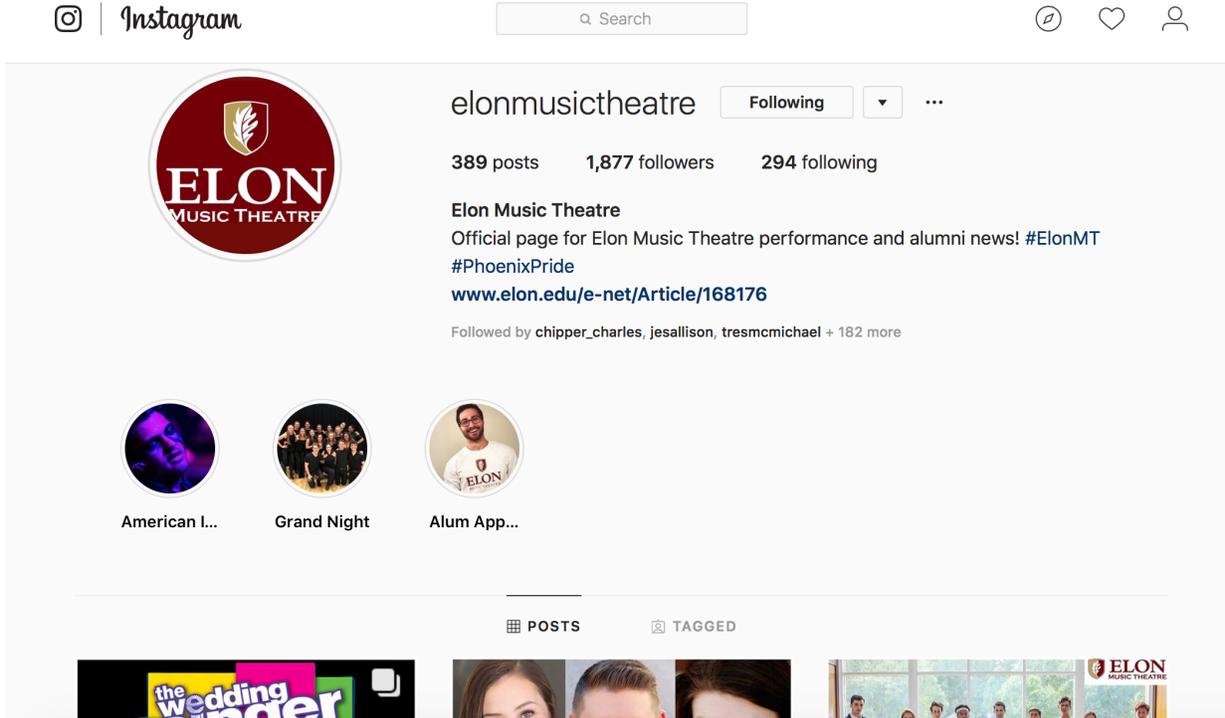
Proficiencies: Website Creator, Microsoft Office, Excel, Movie Maker/ Editor, Youtube, Linked In

Strengths: Organization, Management, Communication, Creativity

Performance: Acting, Singing, Dancing, Choreography

Sample Posts for 'Elon Music Theatre' Instagram

In the Fall of 2018, I had the privilege of interning for the Elon Music Theatre Program. I worked to build an online following for their Instagram page by creating posts about upcoming events, and successful alumni.





elonmusictheatre • Following

elonmusictheatre Congrats to Elon MT'19 and the cast of "The Wedding Singer" on their opening night of their sold out run! Swipe to see some photos by J Hartmann Photography! #ElonMT #PhoenixPride
kktummillo Yes Elon MT'19

314 likes
7 DAYS AGO
Add a comment...

Sample Articles- *Emaya*

During my internship for the Music Theatre program, I wrote several news articles focusing on alumni who found success through art, but not necessarily performing arts.

Music theatre and theatre arts alumnae create Emaya, a transformational yoga and meditation program

12/6/18, 8:15 AM

Music theatre and theatre arts alumnae create Emaya, a transformational yoga and meditation program

Connie Viglietti and Michaela Cullen utilize theatre collaboration in a different “performance” setting, bringing truth and purpose to life.

Many professionals with hectic lives, regardless of whether they are performers, find great value in taking time for themselves. Practicing self-care and self-love is so important for a healthy lifestyle, particularly in the performing arts, which is a field full of rejection that can tear down confidence in the blink of an eye.



Michaela Cullen '02

With that in mind, two Elon Department of Performing Arts alumnae have created Emaya, a yoga and meditation program that centers around empowerment programs, retreats and establishing a safe place to learn and share experiences, ultimately helping women “connect to their light, purpose, and power.”

Music theatre alumna Connie Viglietti '03 and theatre arts alumna Michaela Cullen '02 originally connected through their training at Elon, and were roommates in New York City after graduation. Viglietti and Cullen are artists, certified yoga instructors with varying specifications, wellness coaches, authors, and mothers.

The creation of Emaya and its surrounding ideas stemmed from their theater training. The programs are designed to help a person break down the walls they have built up all their life, and to learn to be accepting and unapologetic of who they truly are. Yoga and meditation release endorphins and peel back the protective layers to reveal the true self. Viglietti and Cullen use the life-coaching methodologies to also do this with coaching, inner reflection and journaling.

“Theater is all about truth-telling,” states Cullen. “You can’t access the truth of a character if you don’t know your own truth.”



Connie Viglietti ('03)

Viglietti and Cullen's theater background is very prevalent in their ideas for Emaya. When asked why yoga and meditation could be beneficial to a performer, Viglietti said, "It's hard to be a creative because you are constantly questioning. Are you good enough? Are people going to receive what I'm putting out there? Yoga helps you turn inward." Understanding self-love and self-care, having strong confidence, and being your own biggest cheerleader can give a performing arts career longevity.

Vulnerability and performing go hand in hand. Cullen explains that performers cannot tap into emotions on stage if they are not first "vessels" for their own emotional vulnerability. Cullen and Viglietti have created a safe space that allows freedom in expression and creativity, along with open access to our deepest emotions.

Emaya has been a creative outlet for both women when they are not performing. It is their theater experiences that have given them the ability to empathize, and connect with people. Both women feel they are more than just "singers and actors" because collaboration like this is a form

of artistic expression. Through Emaya they have the ability to channel creative ideas and develop truth and vulnerability within themselves, while helping other people do so, much like they learned from their experiences at Elon.

Cullen and Viglietti would like to thank their professors at Elon who have shaped and inspired them as artists. "They lead by example. They lead with passionate hearts. They have this common quality of blending their wild untamed spirits, their talented expertise, and the way they shape their hearts," Viglietti said. "They touched our lives in such a way that as we teach in our own circle now, little pieces of their teachings are with us and continue to spread. They are always with us and that is a gift."

The pair has recently released the Back To Her program, a 40-day journey that stems around yoga, meditation, transformational coaching methodologies and journaling. Its purpose is to find a deeper connection to one's self, to practice healing habits, and to gain control of your aspirations in life. "Back to Her gets you out of your head and into your heart," Viglietti said.

The program is available online, making it very accessible, and creating a huge support network. With a facebook page, a poetic blog that shares real experiences, and live online coffee talks, there are endless possibilities to connect with others and erase negativity in your lifestyle.

For information on how to sign up, go to <https://backtoher.emayacircle.com/register> .

To see what is all about try a free online workshop at <https://workshop.emayacircle.com/join> .

Article- *Elon Alumni in Casting*

The article below, focused on two Elon Alumni who have found success in behind the table work. This article was actually published in Elon's *The Pendulum*, a hard copy news magazine on campus.

Elon Music Theatre alumni find success beyond performing

Katie Zanca '14 and Alexa Magnotto '12 have forged careers in the are of casting following successful performing experiences at Elon.

By Haley McCormick '19

Katie Zanca '14 and Alexa Magnotto '12 are two music theatre alumni who have pioneered successful careers for themselves in the world of casting. Their performance experiences led them into the field and aided their knowledge, giving them the qualifications to work in casting. Both have gained headway in their careers and each is individually becoming influential in the industry.



Katie Zanca '14

[+] Enlarge

Zanca is currently a casting assistant at Binder Casting, a full-service theatrical and commercial casting company in New York City. Her interest in casting began at Elon. "While my lifelong love for performing is what led me to Elon in the first place, it was during my time there that I realized there were other ways in which I could contribute from the other side of the table," Zanca said.

She contributed to casting for *Elon Cares*, the benefit concert for *Broadway Cares Equity Fights Aids*, and for the class of 2014's senior show, "The Rocky Horror Picture Show." Following graduation, Zanca's first job was as company manager at Flat Rock Playhouse, in Hendersonville, North Carolina, which allowed her to further explore this part of the industry.

After Flat Rock, Zanca returned to New York and interned at Binder Casting and spent a year at a talent management company exploring the representation side of the theater before returning to Binder Casting in 2017.

Magnotto is a voiceover casting assistant at Sound Lounge in New York City. Right after graduation she interned at Telsey + Co. Magnotto knew she wanted to pursue casting early on, but was unsure how to become acclimated with the casting world since there is no formal training. She built up her name as a freelance theatrical casting assistant and realized she had the directorial proficiency and the organizational skills required

to audit and schedule auditions and casting.

Both Magnotto and Zanca say their performance training at Elon prevalent in the work they do every day. Coming from a performing background makes it easier to understand and relate to the terrifying task of auditioning, they say. The strong music theatre training from Elon provides a wide knowledge base of music theatre repertoire, how to mark cuts and sheet music and how to relay applicable notes to actors.

"It's great to be able to coach actors and singers with an actual understanding of the technique that they are using to approach their audition," Zanca says.



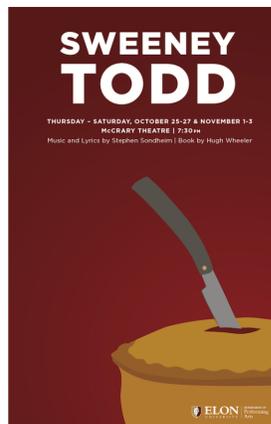
In this field, it is important to be able to translate what a director or producer may want if they themselves cannot properly communicate with the actor, as it could make or break a job offer. For both women, knowing how the actor feels in the room is pivotal, reacting in a constructive and positive way gives the actor a safe environment to put their best audition forward, without fear of judgment or failure.

Magnotto draws other similarities through the required energy for each task. "When performing on stage, your energy has to be 1,000 percent at all times," she says. "When I'm running a casting session I see a lot of people, and each person deserves the same attention and every I gave to the first person of the day,"

Sample of 'Sweeney Todd' Online Program

Through my internship with the Elon Music Theatre Program, I was also tasked with creating an accessible online program with cast members, technical and creative teams, short bios, head-shots, and directors notes. With around 80 people involved in the *Sweeney Todd* process, strong organization and many cross checks were necessary to get an accurate product.

ELON UNIVERSITY PERFORMING ARTS



SWEENEY TODD: ***The Demon Barber of Fleet Street***

A Musical Thriller

Music and Lyrics by Stephen Sondheim

Book by Hugh Wheeler

From an Adaptation by Christopher Bond

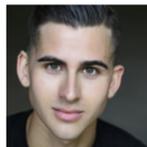
Originally Directed on Broadway by Harold Prince

ELON UNIVERSITY PERFORMING ARTS



Ensemble/Mr T. Impersonator

[Kamal Lado](#)



Ensemble/ Ronald Regan Impersonator

[Tucker Stampen](#)



Ensemble

[Caroline Attayek](#)



Justin Norwood is a senior Music Theatre and Arts Administration double major here at Elon. Most recently, you may have caught him on stage wearing a mustache or inside of a box not wearing a mustache as "Pirelli" in Elon's production of *Sweeney Todd*. Over his time here, other favorite roles include "Skimbleshanks" in *Cats*, "The Student" in *American La Ronde*, and the Ensemble of *American Idiot*. When not performing, Justin enjoys hiking, eating hummus, and list-making. Catch Justin this February in Elon's production of *Bent*.

Instagram: @justinmnorwood



Katie Paris is a junior Theatrical Design and Technology/Drama and Theatre Studies double major from Cumming, Georgia. Selected Elon credits include *Sweeney Todd* (Audio Engineer), *Baby* (Assistant Audio Engineer), *Twelfth Night* (Dramaturg) and *Baby with the*



Summer Music Theatre), Finch in *Newsies* (Shenandoah Summer Music Theatre), and *Hairspray* (The Munny). Lots of love and thanks to supportive family and friends. @travis_flynt



Logan Foster is a senior Music Theatre major from Concord, North Carolina and he is absolutely ecstatic to be a part of this cast. Favorite Elon Credits include *American Idiot* (Tunny), *Baby* (Danny), and *Other Desert Cities* (Lyman). Endless thanks to his family, Claire, and Elon for their love and support.

Physical Wedding Singer Program

In the Fall of 2018, the senior music theatre class of 2019 produced *The Wedding Singer* in the black box theatre. I created a shortened physical program as well as an extensive online program.

Performing Arts Senior Seminar Series Presents:



**the
Wedding
Singer**

Music by Matthew Sklar
Lyrics by Chad Beguelin
Book by Tim Herlihy
and Chad Beguelin
based on the New Line Cinema film
written by Tim Herlihy

November 30th - 8:00 pm
December 1st - 2:00 pm, 8:00 pm
December 2nd - 2:00 pm

CFA Black Box

Directed by Tyler Dema
Music Directed by Kyra Gerber
Choreographed by Michael Dikegoros and Sophia Scarpulla

Email elonmt19@gmail.com for reservations with a suggested \$10 donation via Venmo @elonmt19

THE WEDDING SINGER is presented through special arrangement with Music Theatre International (MTI). All authorized performance materials are also supplied by MTI. www.MITshows.com

The Wedding Singer

Book by Chad Beguelin & Tim Herlihy
Music by Matthew Sklar
Lyrics by Chad Beguelin
Based on the New Line Cinema film written by Tim Herlihy

Originally produced by:
Margo Lion New Line Cinema The Araca Group
Roy Furman Douglas L. Meyer James D. Stern
Rick Steiner The Staton Bell Osher Mayerson Group JAM Theatricals
Original Broadway production directed by John Rando
Orchestrations by Irwin Fisch

Scene/Song Breakdown

Act 1

1. *It's Your Wedding Day*
2. *Someday/Someday Playoff*
3. *A Note From Linda*
4. *Pop!*
5. *Somebody Kill Me*
6. *A Note From Grandma*
7. *Casualty Of Love*
8. *Come Out of the Dumpster*
9. *Today, You Are A Man*
10. *George's Prayer*
11. *Not That Kind of Thing*
12. *Saturday Night in the City*

Act 2

1. *Entr'acte*
2. *All About The Green*
3. *Right In Front of Your Eyes*
4. *Single*
5. *If I Told You*
6. *Let Me Come Home*
7. *Move That Thang*
8. *Grow Old With You*
9. *Act II Finale*

Elon Music Theatre Class of 2019- Fundraising Flyer

Below is a flyer I created to aid in the fundraising efforts for the music theatre class of 2019. I wanted to create something very informative, visually pleasing, and accessible.

E

Elon Music Theatre Class Of 2019

Fundraising Efforts



WHO WE ARE

Elon's Musical Theatre program is ranked among the top ten university music theatre programs in the nation. Our alumna can be seen on Broadway, National and International Tours, and notable regional theaters around the country. Current Broadway shows include *Mean Girls*, *Book of Mormon*, *Beautiful*, and *Dear Evan Hansen*. The class of 2019 is preparing to take the next step and enter into the professional world of actors, but we need your help.



OUR FUNDRAISING EFFORTS

One thing that sets Elon's Music Theatre department apart from others is the casting director/agent series that happens every Spring. The senior class invites 7-10 agents/casting directors to visit Elon to audition students, participate in a question and answer sessions, and get to know each individual performer. This allows professionals to get to know each student personally and show possible interest in representing us or kick starting our careers.

CONTACT US

Email: elonmt19@gmail.com
Facebook: @elonmt19
Instagram: @elonmt19
Phone: 440-799-7143 or 585-802-1898

THE WEDDING SINGER
November 30th (7:30)
December 1st (2:00 & 7:30)
December 2nd (2:00)
@ The Center for the Arts Black Box Theatre, Elon University

DONATIONS

This agent/casting directing series at Elon is completely funded by the 16 students of the music theatre class of 2019. Our current goal is to raise \$20,000 by February of 2019. November 30th-December 2nd we are putting on the hit musical, *The Wedding Singer*, (based on the Adam Sandler movie) at Elon to fundraise. We are reaching out to you for donations for our raffle table at the event. Thank you for considering to donate, if you have questions, please see the contact information. We would love to see you at the show!

Elon Cares Fun Fund Application

Elon Cares, the benefit concert in support of Broadway Cares Equity Fights AIDS, has been an Elon tradition for the past 13 years, and I am so proud to have kept this show alive. Below is an application I wrote to ask for Student Government Funds to help pay for the expenses of the show to increase our total donation amount.



Fun Fund Application

1. Student Name: Haley McCormick

2. Student I.D. Number: 2114891

3. Organization Name: Elon Cares

4. Explanation of Event:

Elon Cares is an all inclusive (university wide) performing arts event that focuses on raising money for the non profit organization, "Broadway Cares, Equity Fights Aids". We raise money through a cabaret style show that features performers from various programs. Students volunteer their time to rehearse and put up an entertaining show. We also reach out to alumni participating in Broadway shows for raffle items. The main purpose of the organization is to raise awareness for HIV/AIDS. The winter term Elon Cares show has been an Elon tradition for over 13 years. As director of the event this year, my goal is to get properly recognized and advertised so that we can raise as many funds as possible for this great cause. Beneath is the mission statement for "Broadway Cares":

- To mobilize the unique abilities within the entertainment industry to mitigate the suffering of individuals affected by HIV/AIDS;
- To ensure direct support specifically through the social services and programs of The Actors Fund to all individuals in the entertainment industry affected by critical health issues, including but not limited to HIV/AIDS;
- To support organizations across the country which provide treatment or services for people specifically affected by HIV/AIDS and their families;
- To promote and encourage public support for national and international programs and services which benefit people with HIV/AIDS;
- To increase public awareness and understanding of HIV/AIDS through the creation and dissemination of educational materials;
- To support efforts by the entertainment industry to address other critical health issues or respond to an emergency, in each case as approved by the Board of Trustees;
- To support efforts by the entertainment industry in other charitable or educational endeavors, in each case as approved by the Board of Trustees."

More information on this organization can be found at <https://broadwaycares.org> .

5. Have you sponsored a Fun Fund Event this year?

No, this is our only big event of the year.

6. Expected Time of Event: The shows will take place at 6pm and 830pm.



7. Expected Date of Event: The date of the event is Friday, January 11th, and Saturday, 12th, 2018.

8. Expected Location of Event: The event will be held in Yeager Recital Hall.

9. Total Allocation Request (detail description for usage):

We are requesting \$600.00 for the event. The money will go toward the accompanists for the event. Both the pianist and the drummer will be paid \$250 each for their dedication to the event and playing for the two shows. The final \$100.00 is requested for sheet music costs. We will be purchasing music for the specific numbers performed in the cabaret. These funds will significantly contribute to our fundraising efforts because these technicalities will not have to be paid for out of pocket or from donations received. Last year the event barely reached \$1,000 in donations because we paid for everything ourselves.

10. Was Aramark contacted with specific prices? (If needed)

No, we do not need any food services.

11. Have you spoken with other organizations about sponsoring this event?

Yes, I have spoken with Student Involvement and it seems this is our last option to receive funds from the university for the benefit concert. We cannot technically proclaim ourselves an organization, we only have one big annual event, but we really need financial help from the university to successfully raise money.

12. Will you be willing to speak to the Fun Fund Committee on behalf of your event?

I am more than willing to speak to the Fun Fund Committee about my event. I'm asking that you please consider helping us out this year. The show will be put up regardless, but help from Student Government would make a significant difference in our fundraising efforts. Help us keep this iconic Elon tradition alive! Thank you for your time.

Return application to Fun Fund Chair Steven Armendariz at sarmendariz@elon.edu

Mock Balance Sheet/Income Statement

This is a mock balance sheet and income statement completed for an assignment.

Crazy Dave's School of Dance
Balance Sheet
For the year ended 2016

| Assets | | Liabilities | |
|-----------------------------|----------------|----------------------------------|---------|
| Current Assets | | Current Liabilities | |
| Cash | 29,363 | Accounts Payable | 33,628 |
| Accounts receivable | 52,385 | <u>Total Current Liabilities</u> | 33,628 |
| Prepaid Expenses | 60,065 | Long term Liabilities | 220,000 |
| <u>Total Current Assets</u> | 142,353 | Total Liabilities | 253,628 |
| Property, Plant, Equipment | | | |
| Equipment | 96,969 | | |
| Building | 120,000 | | |
| Total Assets | 501,135 | | |

NA= A-L (501,135-253,628=247,507)

Net Assets= 247,507

Crazy Dave's School of Dance
Income Statement
November 2017

| Revenues | |
|----------------------|---------------|
| Dance Classes | 65,170 |
| Holiday Showcase | 6,000 |
| Costume Sales | 638 |
| <u>Total Revenue</u> | <u>71,808</u> |

| Expenses | |
|--------------------------|----------------|
| Salaries | 52,000 |
| Advertising/Rent Expense | 2,000 |
| Costume Expense | 610 |
| Furnace Repairs Expense | 1,800 |
| <u>Total Expenses</u> | <u>-56,410</u> |
| Net Income | 15,390 |

**Net income=Revenue-expense **

Performance Resume

I have extensive experience performing in live theatre productions educationally and professionally.

Haley McCormick

— mchaley9@gmail.com —
5'5" — Hair: Brown — Eyes: Green
Mezzo Soprano w/ Belt



PROFESSIONAL THEATRE

| | | |
|--------------------|-----------------|--|
| FOOTLOOSE | Ariel* | Cortland Repertory Theatre, <i>Mark Reynolds</i> |
| THE MUSIC MAN | Zaneeta | Weathervane Playhouse, <i>Kevin Connell</i> |
| LUSTY LIL'S SALOON | Can Can Girl | Cedar Point Entertainment, <i>Davette Weibel</i> |
| LUSTY LIL'S SALOON | Lusty Lil Cover | Cedar Point Entertainment, <i>Davette Weibel</i> |

nominated: SALT Award Best Actress in a musical

EDUCATIONAL THEATRE

| | | |
|--------------------|-----------------|--|
| THE WEDDING SINGER | Holly | Elon University, <i>Tyler Dema</i> |
| SWEENEY TODD | Ensemble | Elon University, <i>Cathy McNeela/Linda Sabo</i> |
| BABY | Pam Sakarian US | Elon University, <i>Linda Sabo</i> |
| PARADE | Iola Stover | Elon University, <i>Cathy McNeela/Linda Sabo</i> |
| CATS | Etcetera | Elon University, <i>Lynne Formato</i> |
| ANYTHING GOES | Reno Sweeney | Highland Theatre, <i>Chris Ilg</i> |

TRAINING

Elon University B.F.A. Music Theatre/B.A. Arts Administration

LINK; The Growing Studio NYC pre-graduation training

Voice: Julie Celona-VanGorden, Kate Ilg

Acting: Cathy McNeela (*Musical Theatre*), Kim Shively (*Meisner*), Kirby Wahl (*Stanislavsky*), Michael Flannery (*Film Acting*)

Dance 20 years: Lynne Formato/Michael Jablonski/Linda Sabo/Deb Leamy (*Music Theatre/Fosse*), Cherie Bowers/Sara Tourek/Jen Guy Metcalf (*Ballet*), Gene Medler (*Tap*), Matt Pardo (*Jazz*), Renee Aumiller (*Modern*), Jolene McPherson (*tap/ballet*), Gloria Benes (*all styles*)

MASTER CLASSES

Sheri Sanders: Rock the Audition, Beth Leavel, Destination Broadway, Craig Carnelia, Julia Murney, Casey Hushion (*Mean Girls*), Steve Edlund, Kate Kerrigan

SPECIAL SKILLS

Acrobatics, baton twirling, castanets, piano, guitar, choreography, blank gun training, passport, dialects (RP, Southern-Georgian), mouth trumpet