

GRAHAM SCHMIDT

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EDUCATION	UNIVERSITY OF MICHIGAN Stephen M. Ross School of Business Master of Business Administration, May 2028 <ul style="list-style-type: none">• Member: Consortium for Graduate Study in Management	Ann Arbor, MI
	UNIVERSITY OF TEXAS AT AUSTIN College of Fine Arts Master of Fine Arts, May 2018	Austin, TX
	College of Liberal Arts Master of Arts, May 2009 <ul style="list-style-type: none">• Grant-funded research at the Moscow Art Theatre	
	College of Liberal Arts Bachelor of Arts, December 2006 <ul style="list-style-type: none">• Awards: Phi Beta Kappa, National Merit Scholar	
EXPERIENCE	HENRY STREET CREATIVE	New York, NY
2025-Present	Social Media Strategist <ul style="list-style-type: none">• Created Social Media Audit service, combining brand presence mapping, market research, and platform diagnostics, driving \$30K+ in revenue across engagements in 2026• Ideated and developed Social Media Playbook, translating audit findings into actionable content strategy, embedded as a capstone across all engagements and receiving unanimous positive feedback from clients in 2026.• Developed and implemented short-form video content service providing directorial and strategic coaching; grew client YouTube channel from 0 to 10K subscribers in 5 months through organic content strategy and targeted paid amplification.	
2009-2025	SELF-EMPLOYED Theater Director and Creative Producer <ul style="list-style-type: none">• Led 50+ live productions, managing cross-functional teams of up to 80 performers, designers, and operational staff from concept development through launch execution.• Served as Associate Director on national tour of Cambodian Rock Band, managing operations across major American regional theaters and reaching 75,000+ patrons.• Founded Breaking String Theater, a non-profit-umbrella'd company producing up to five productions annually with a \$75K–\$100K operating budget supported by grants, donors, partnerships, and ticket revenue• Directed 15 productions with Breaking String over seven years, including eight world or U.S. premieres and original translations of Chekhov, Ibsen, and contemporary Russian dramatists, prioritizing bold storytelling and cross-cultural exchange.• Launched the annual New Russian Drama Festival, building audience engagement over three years around contemporary Russian storytelling and forging international collaborations that established the company as a regional leader.	New York, NY
2016-2025	SELF EMPLOYED Adjunct Professor (Freelance), Theater Programs <ul style="list-style-type: none">• Coordinated BFA Acting Live Digital Showcase, connecting graduating students with directors, producers, and talent representatives through targeted digital marketing and a purpose-built showcase website, driving 30% growth in industry attendance and a 25% increase in participant job offers.• Redesigned Brooklyn College BFA Acting curriculum to expand representation and align training with diverse narratives, incorporating guest industry speakers and digital tools.• Designed and directed short-film production program at Pace University, guiding students through location scouting, performance direction, and post-production across Lower Manhattan.	New York, NY
ADDITIONAL	<ul style="list-style-type: none">• Languages: Russian (advanced); Spanish, German, Czech (basic)• Publications: Original translations of Chekhov's plays ("The Cherry Orchard," "Uncle Vanya," "The Seagull")• Interests: Distance running, art and cultural criticism, Shakespeare	