

Aimee Bouchard

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Work Experience

**Interim Member Schools Manager,
Young People's Theatre**

September 2015-Present

In my current role at YPT, I develop, execute and assess educational programming for Member School groups. I contribute to the development of workshops and educational programming for students, as well as the coordination and facilitation of Q&A sessions for post-performance. I also assist in the coordination of education and community events such as Meet the Theatre tours, Artist Educator Trainings, PA Days and Teacher & Community Previews. I deliver ongoing needs assessment and program evaluation, and act as an active member of the Education & Participation Department.

**Education & Outreach Coordinator,
Theatre Direct**

September 2015-September 2016

I managed, implemented and evaluated all education programs and activities, including workshops, in-school residencies, school performances, and professional development sessions for educators. I planned and implemented school and community outreach strategies, coordinated school and public bookings, and assisted with general marketing and communications to further enhance audience development. I created educational resources such as study guides and social stories, and ensured that all of the artists in our school and community programs were compliant with school board standards.

**Festival Administrator,
The Kick & Push Festival**

March - September 2015

Oversaw the daily administration of this innovative new theatre festival in its inaugural year. I acted as the general contact to media and the public for information about the Festival, a liaison with associate presenting companies, and also the supervisor for student hires and volunteers associated with the Festival. With the Production Manager, I coordinated and supported productions within the Festival. I provided ongoing communication with the Box Office for ticket sales information, updated prices, comp ticket policies and general sales.

**Marketing Associate,
Outreach and Contact Programs**

Educators Financial Group
September 2014-March 2015

Worked within marketing to implement outreach strategies, including email and direct mail campaigns. I also coordinated financial planning workshops for Ontario education members, as well as coordinated involvement at various conferences. I researched, wrote copy, and distributed ongoing online digital marketing content such as the educational resource "Educators Tips", and contributed to the enhancement of the Online Learning Centre.

Drama School Faculty

Young People's Theatre
January 2015 - Present

Developed engaging and age appropriate lesson plans, and facilitated drama school classes for grades 5-6. I differentiated my instruction for students with various special needs, with an emphasis on inclusivity and accessibility.

Hands on Heritage Instructor

The Oakville Museum
May 2013-August 2013

Responsible for planning and conducting educational programs in a summer day camp setting, and accountable for the well-being of camp participants between the ages of 3-12. The program my co-worker and I ran was voted #1 for Customer Service for camps in Oakville.

Drama 100 Teaching Assistant

Drama Department, Queen's University
September 2012-April 2013

Hired by the drama department at Queen's University to facilitate first year lab activities and discussion. Responsible for marking papers and writing constructive comments, as well as tracking lab attendance and participation.

Head of Education and Performer

Barefoot Players, Queen's University
Summer 2012

As Head of Education for the Queen's drama department's summer Shakespeare Theatre for Young Audiences company, I conducted education outreach, developed a curriculum-based study guide to send to schools and facilitated educational workshops following school performances.

Internship & Volunteer Experience

Co-Founder and Managing Director
Colliding Scopes Theatre
April 2011-Present

Responsible for overseeing, implementing and ensuring the sustainability of the company's operations, programs, finances, and community support through leading strategic planning, development, and fundraising efforts, and developing and maintaining school and community partnerships. I have coordinated various campaigns to raise awareness for the company, including an immersive scavenger hunt tent thematically related to our adaptation of *Peter Pan*.

Education & Community Outreach Intern
Luminato Festival
April-June 2014

Assisted with coordinating, implementing, promoting and evaluating workshops, artist-in-the-school programs, community and youth arts projects and discussions. Led workshops and also provided support for workshop facilitators. Liaised with the marketing, volunteer, and ticketing services departments to coordinate related activities and ensure diverse public participation at the Festival's community programming. I maintained databases of partners and participants, and was a Festival liaison between partners and participants, artists, schools and the community.

Education & Community Participation Volunteer
Young People's Theatre
March-April 2014

Assisted with education and community participation programs, events and initiatives. Led workshops with associated Member Schools and provided on-site support for other workshop facilitators. Worked with marketing department to create a digital curriculum-based study guide, complete with pre- and post-show discussion questions and activities.

Education

Bachelor of Education
Queen's University
April 2014

Ontario Certified Teacher,
Focus in Artist in Community Education,
Intermediate/Senior Division (Drama and History)

Bachelor of Arts (Honours)
Queen's University
April 2013

Major in Drama

Professional Development

Relaxed Performance Intensive With Include Arts
October 2015 & May 2016

These sessions addressed creating more inclusive arts experiences for audiences with varying needs, with exploration of relaxed performances as well as accessible marketing and audience development strategies.

"Dream: The Joy of Creating" with Punchdrunk Enrichment
January 11-17, 2015

Participated in a residency to learn from Punchdrunk's groundbreaking approach to creating theatre for young audiences. Together we created an immersive performance as an experiential learning opportunity to inspire an interest in math for the students of Hamstreet Primary Academy in Kent, England.

Audience Outreach and Engagement CDAM 102, Ryerson University
November 2014 – December 2015

This course addressed the interchange between the product and the audience; the building of a successful initial experience to develop loyalty to the art and/or event; different kinds of engagement strategies in the digital world; and multiple marketing techniques to cross-cultural and intergenerational audiences.

Community Involvement

- Dora Juror for the Toronto Alliance for the Performing Arts, Theatre for Young Audiences Division (2016-2017)
- Member of the Professional Arts Organizations Network for Education (PAONE)
- Past member of the Paprika Festival advisory board, serving young theatre artists in Toronto
- Workshop facilitator for 2013-2014 Sears Ontario Drama Festival Regionals, Waterloo Region District School Board
- Developed and delivered drama workshops on drama, presentation skills and story-building across Ontario