



# Jules Butler

With almost 20 years experience working in the Live Events & Performing Arts space, I have worked in many roles including Front of House, Production, Ticketing, Marketing and Education. I am passionate about live events and creating an experience where patrons feel they are being seen and the specific needs of the event are being met so the attendees can fully enjoy the occasion.

## CONTACT INFO

- Laguna Beach, CA
- (949) 466-9139
- Jules.Butler@me.com
- JulesButler.com

## EDUCATION

**Emerson College** 2003-2007  
BA Theatre Studies  
Management & Marketing

## REFERENCES

### Wally Ziegler

**Artistic & Audience Services  
Manager The Laguna Playhouse**

- (949) 290-4837
- [Letter of Recommendation](#)
- [WZiegler@lagunaplayhouse.com](mailto:WZiegler@lagunaplayhouse.com)

### Michelle Brower

**Director of Programing (Former)  
Irvine Barclay Theater**

- (858) 663-8607
- [Michellemaasz@gmail.com](mailto:Michellemaasz@gmail.com)

### Emmanuel Madera

**Arts Program Manager  
Arts & Learning Conservatory**

- (714) 353-8291

## PROFICIENCIES

### Front of House, Event Management and Ticketing

Performance Management, Planning & Execution, Providing Top Tier Customer Service by Anticipating Patron Needs, Resolving Patron Issues & Conflicts, Bar Management (Cash bags & Deposits, Reporting, Inventory, Purchasing), Managing ADA Accommodations, Creating Lobby Signage, and Ticketing Platforms (Tessitura, Audience View and Paciolan with Zebra & AV Scanners)

### Receptions & VIP Events

Client Communication & Consulting on Event Planning, Budgeting & Execution, Managing VIP and Donor Guest Service, Vendor Coordination, Event Flow Management, Creating Floral Arrangements, Arranging Themed Decor, Providing Photography

### Design & Marketing

Adobe Suite (Photoshop, InDesign, Illustrator, & Dreamweaver), CANVA, WIX, Wordpress, Jotform, Survey Monkey Customizations, Social Media Content & Marketing, Digital Marketing Creative & Campaign Management

### Management, Documentation & Workflow

Google (Docs, Sheets, Slides, Calendar & Classroom + Analytics, Ads & Youtube), Microsoft (Word, Excel, Powerpoint, Outlook), Apple (Sheets, Pages, Keynote), Asana, Slack, Zoom Webinars, Square

## RECENT WORK EXPERIENCE



### Irvine Barclay Theater - Assistant House Manager Feb 2025 - 2026

Assisted the House Manager in all of their duties including, client communications, event and reception management, customer service issues, workflow improvement, reporting and staffing.

#### Event Management

- **Manage Day-Of Logistics and Coordination** for all parts of the event, including coordinating with box office and production as needed, and sending performance reports

#### Customer Service & Client Communications

- **Communicate with Clients** and coordinate any FOH activations they request
- **Serve as the On-site Contact** hosting client site-visits, consulting on event layout
- **Managing VIP Receptions** from 10-150 guests
- **Arranging Performer Meet & Greets**
- **Coordinate with Vendors** for catering and equipment drop off, set up and pick-up
- **Create Invoices** for equipment and consumables

#### Financial Management

- **Manage Reporting for Daily Sales**, end of night reconciliations & cash deposits
- **Set Up POS System** and cash bags for bar & merch
- **Created Internal Event Budgets**
- **Petty Cash Management**

#### Staffing & Workflow

- **Staffing Usher & Bartenders** (hiring, training, scheduling, promoting)
- **Payroll** for 83 employees
- **Implemented Asana** for performance information and tracking client communications
- **Created Template Emails** for client responses
- **Redesigned Creative** for invoices, lobby signage, employees documentation, training materials



### Chance Theater - House Manager & Bartender

February 2024 - April 2025

- Supervise Performances on 2 stages with overlapping intermissions, coordinating with the Stage Managers to manage preshow & intermission start times
- Handle any patron issues and emergencies
- Resolve any seating issues with Box Office
- Manage Merchandise sales when applicable



ACTIVE LEARNING

### Active Learning - Musical Theater Teacher

February 2024 - June 2025

- Responsible for lesson planning, production management, choreography and direction for student performances at 6+ schools at a time
- Provide and/or create costumes, props and sets
- Script writing, review and/or editing
- Classroom management grades TK-8th
- Mentoring other teachers

### The Laguna Playhouse - House Manager

July 2022 - February 2024

- Supervised all performances with up to 380 patrons: managing performance timing, resolving seating issues, responding to patron complaints, bar reconciliations and end of day reporting for executive staff
- Supported special events including Opening Night receptions, VIP events for donors, and staff events including set up, tear down and purchasing
- Implemented an Usher Appreciation event
- Supervised Bar with concessions managing inventory and purchasing
- Oversaw volunteer usher and staff training and scheduling
- Assisted with Company Management responsibilities



### CLASI - Instructional Design Manager

2020 - 2022

- Set up and designed online courses & quizzes
- Coordinated translations of materials in multiple languages including Spanish, Portuguese, Italian, Korean, Russian, and more...



### Paciolan - Social Media, Digital & Corporate Marketing

2010 - 2020

- Launched social media content & engagement platforms providing on going client support, consulting, account management and creative assistance for +35 clients including The Fox Theater Atlanta, The Long Center, NCB and Playhouse Square
- Designed creative and created documentation for clients and corporate communications
- Hosted client visits, planned and coordinated internal company-wide events
- Helped plan and execute the annual client conference including event planning, set up & photography, moderating conference sessions, social media management and promotions,
- Researched, wrote and created corporate blog posts
- Launched digital marketing (retargeting, display, google search and facebook ads) campaigns with on-going management and creative assistance
- Executed client training with 1-1 tutorials, best practice webinars and documentation



Thank you for your time and consideration. I hope to hear from you soon!

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