**JASON McCOOL
social media consulting/presenting/writing/teaching résumé, May 2015**

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**SOCIAL MEDIA CONSULTING**

* currently running Twitter feeds for **Blue Heron Choir, Greater Boston Vintage Society** and **Solas Nua in Boston**, formerly ran feed for **National Philharmonic** (successfully quadrupled follower count in two months), **theatreWashington,** Washington DC’s theater advocacy umbrella organization (added 900+ followers in nine months)
* currently maintain a personal **Twitter feed with 4,400+ followers**
* have consulted other DC (including **District Karaoke**, **Solas Nua** and the **Capital City Symphony**) and Boston organizations (**Radio Open Source**, **NatureStage**, **Miranda Loud Photography**) on social media
* invited to join **Social Media Club of DC**; served as **SMCDC #DCarts liaison, 2011-2013**
* invited to livetweet on behalf of **Social Media for Nonprofits** regional conference in Boston, May 2014
* produced #DCartsUP (Sept. 2012), sold-out event, assembled panel and MC-ed discussion; collaboration between **theatreWashington** and **Social Media Club of DC**, hashtag became **top trending Twitter topic in Washington, DC all day**

• ran Twitter feed (@GunCtrlMarch), sat on steering committee for **March on Washington for Gun Control**

• invited by @ArtsMgtChat to host Twitter chat on **social media and arts advocacy** (July 2012)

• nominated for **"Favorite DC Social Media Geek"** in 2010 Washington Post’s “DC Tweeps” social media roundup; nominated for **“DC Arts Scenester”** in 2011 after having successfully lobbied for the category

* via online contest, awarded chance to speak on social media and the arts at May 2012 SMC-DC event
* invited to live-tweet **Helen Hayes Awards** (2010-2012) as official voice of theatreWashington

**PRESENTING ENGAGEMENTS**

9/12-6/13: **Baltimore Symphony Orchestra at Strathmore, Pre-Concert Lecturer**

* had a monthly series created specially for my multimedia talks given prior to concerts
* to date, all of these talks have sold out and I have been asked back for next season

5/13-present: co-host, **The Party Company**, Washington, DC

* lecturing at parties celebrating important historical anniversaries
* producing and marketing each event

5/12 **Social Media Club of DC: “I’m the App for That,” Guest speaker**

* selected via online poll to speak on social media and the arts

12/11 **Rotary Club of Brockton, MA, Guest speaker**

* invited to speak on Ignite speaking format and social media

11/11 **The Folly DC, “Night School,” Presenter**

* presented seminar on Gustav Mahler in front of 100+ “hipsters” at DC literary journal benefit/party

10/11 **Ignite DC, Presenter**

* reprised Ignite Baltimore talk on Gustav Mahler (see below) for 400+ business people in DC
* YouTube link: http://www.youtube.com/watch?v=-8rktqgIaHc

10/11 **Capital City Symphony, Pre-Concert Lecturer**

* led a 45-min. discussion on Mahler’s Symphony No. 1 with slideshow in front of 200+ concert attendees

10/11 **Knowledge Commons DC, Instructor**

* taught an original seminar on Gustav Mahler for community members
* coordinated and marketed collaboration between KCDC and the Capital City Symphony

9/11 **Ignite Baltimore, Presenter: “How Gustav Mahler’s Music Will Make Your Head Go All Explodey”**

* presented an original 5-minute talk (with slideshow) on Gustav Mahler for crowd of 400+ involved in the entrepreneurial/tech/social media world
* clip posted on YouTube, has received 800+ hits; http://www.youtube.com/watch?v=JBMW58hrUOM

**WRITING EXPERIENCE**

* presently writing reviews of classical music concerts for **The Boston Musical Intelligencer:** http://www.classical-scene.com/author/jason-mccool/
* formerly reviewed music and theatre for **PinkLine Project** (Washington, DC)
* read academic paper on German writer W.G. Sebald at conferences at Harvard University (Jan. 2015) and UNC-Asheville (Oct. 2014)
* maintained travel blog for 4+ years: http://coolmcjourneys.travellerspoint.com/
* master’s thesis on Keith Jarrett downloaded 3,220 times: http://drum.lib.umd.edu/bitstream/1903/2868/1/umi-umd-2571.pdf

### ACADEMIC TEACHING

9/14-present: **Boston University**, **Graduate Lecturer**

* taught my own undergraduate course on **The Beatles** as part of fellowship
* developed course structure, creating multimedia slideshow presentations using Keynote program
* graded writing assignments, administering exams
* planned Beatles Day (public flashmob event at Boston University)

9/06-5/13 **Montgomery College, Rockville, Adjunct Professor of Music**

* taught 2 sections per semester of *History of American Popular Music* and *History of Jazz* (app. 50 students per semester); student evaluations available upon request
* developed course structure, created multimedia slideshow presentations
* graded writing assignments, administering exams
* brought in guest artists from DC music community to perform and discuss influences

9/11-12/12 **Montgomery College, Takoma Park, Adjunct Professor of Music**

* taught beginning piano, implementing music theory, piano technique and improvisation

9/06-3/12 **Art Institute of Washington, Arlington, VA, Adjunct Professor, Audio Department**

* taught four courses: *Listening & Analysis* (pop music history and styles), *Intro to Music Fundamentals* (music theory), *Advanced Music Theory*, and *Intro to World Music*, designing each course structure

9/06-5/07 **Montgomery College, Takoma Park, Adjunct Professor of Music**

* filled in for a year-long sabbatical, teaching *History of American Popular Music* and *Jazz History*

2/06-5/06 **Prince George’s Community College, Adjunct Professor of Trumpet**

* taught private trumpet lessons and assisted in improvisation seminars

9/02-5/04 **University of Maryland, College Park**, **Teaching Assistant** – College Park, MD

* over a two year, full-tuition scholarship, led discussion sections for popular *History of Rock* class based on readings and relevant issues; graded written papers, exams, and projects; assisted prof. during lectures

### OTHER WORK EXPERIENCE

6/14-present **Solas Nua in Boston, Artistic Director**– Somerville, MA

* opened a regional branch of the only organization in the US dedicated to contemporary Irish arts
* hosting monthly staged readings of Irish plays at The Burren in Davis Square, Somerville, MA
* producing, casting, directing, marketing (including graphic design and social media) each event
* featured in **DigBoston** and on **WGBH Radio**, winner of the **OpusAffair Punch Bowl Fund**, Dec. 2014

11/01-8/02: **Chamber Music Society of Lincoln Center, Marketing and Subscription Associate** – New York, NY

* worked as a full-time, salaried employee within this prestigious NYC cultural institution
* coordinated and maintained advertising budget
* placed print ads with major NY papers including The New York Times and Village Voice
* worked closely with ad agency (EMG) in production of visual campaign
* provided creative research for use in development of promotional materials
* composed and edited promotional copy for various chamber music concerts
* proofread promotional materials and correspondence
* produced radio advertising with classical station WQXR
* sold and maintained inventory of CMS and Artist Member recordings
* aided in concert planning and targeted audience development

# EDUCATION

2013-present: **Boston University** – Boston, MA

* awarded a full-tuition Dean’s fellowship (with 5 years of funding) to pursue doctoral studies in musicology

2002-2005: **University of Maryland, College Park** – College Park, MD, **Master of Arts, Music (musicology)**

1993-1997: **Eastman School of Music** – Rochester, New York, **Bachelor of Music (jazz trumpet)**

**REFERENCES**

**Philippa Hughes** – Founder and Chief Creative Contrarian, PinkLine Project, (202) 489-9793, philippa@pinklineproject.com

**John Yannis**–Managing Director, Blue Heron Renaissance Choir, (617) 283-9851, yannisesq@yahoo.com

**Deborah Birnbaum**–Marketing Manager, National Philharmonic, (301) 493-9283, ext. 118, deborah@nationalphilharmonic.org

**Victoria Gau** –Artistic Director, Capital City Symphony/Ass’t Conductor, National Philharmonic**,** (240) 463-3695, vickigau@starpower.net