

REBECCA NEWCOMER

CREATIVE PRODUCER & ARTS STRATEGIST

I'm a musician, educator, and arts leader with a passion for building community through music. My work spans performance, program creation, and arts strategy, with a focus on producing and developing projects that bring people together. Whether on stage, in rehearsal, or behind the scenes, I bring both vision and structure to creative ideas—turning concepts into meaningful experiences. I specialize in blending artistic insight with strong organizational leadership to create dynamic, inclusive events that connect artists and audiences in lasting ways.



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rebeccanewcomer.com



Burbank, California

EDUCATION

MASTERS OF MUSIC- ALL BUT THESIS

Ball State University | 2014

Vocal performance and Composition

BACHELOR OF MUSIC

Anderson University | 2010

Vocal performance, Brass Studies and Composition

EXPERIENCE

DIRECTOR OF OPERATIONS - CURRENT

Salit Conservatory, Burbank CA

As the Director of Operations for Salit Conservatory, I manage day-to-day operations, coordinate recital series and master classes, and oversee program development. I work closely with faculty and visiting artists to ensure high-quality educational experiences, streamline administrative processes, and build strong connections within the music community. My role focuses on fostering growth, efficiency, and artistic excellence.

ORCHESTRA ADMINISTRATOR - 2024-25

Burbank Philharmonic Orchestra, Burbank CA

As the Orchestra Administrator for the Burbank Philharmonic, I oversaw operations, concert logistics, and community engagement initiatives. I managed rebranding efforts, fostered partnerships with arts organizations, and coordinated events to enhance the orchestra's visibility. My role emphasized strategic planning, team collaboration, and ensuring seamless performances that inspired audiences and supported local musicians.

PRODUCT DESIGNER AND CREATOR 2021-2022

Mama Wunderbar Studios, Studio City CA

At Mama Wunderbar, I led product development based on market trends, crafted financial reports, and managed design logistics. I directed a team of makers in creating handmade products, spearheaded viral designs, maintained social media photography, and contributed extensively to the company's graphic design.



SKILLS

Grant Writing

Branding

Graphic Design

Social Media

SEO

Marketing Strategy

Collaboration

Strategic Planning

Project Management

Advertising

Classical Music Background

Teaching

RECENT PROJECTS

ANGELES SYMPHONY ORCHESTRA 2025

I'm honored to lead the Angeles Symphony Orchestra, uniting musicians of all ages through excellence, mentorship, and vibrant performances that reflect the creative spirit of Southern California.

BURBANK CREATIVE COLLECTIVE 2025

I'm honored to lead the Burbank Creative Collective, a grant-funded program supported by the City of Burbank that brings artists together to showcase original work, build community, and inspire creativity through performances, exhibitions, and collaborative events.

SALIT FOUNDATION - BOARD MEMBER 2025

I help guide the Salit Foundation's board through strategic planning, brand identity, and long-term vision. My focus is on shaping a clear, cohesive direction that reflects the Foundation's mission, strengthens community impact, and ensures our programs remain artistically vibrant and forward-thinking.

RESUMÉ CONTINUED

STRATEGIC PLANNING

I have extensive experience in strategic planning, with a focus on building sustainable, mission-driven programs in the arts and education sectors. My work includes developing clear organizational goals, designing new initiatives, and creating systems that support long-term growth. I regularly manage budgeting processes, ensuring resources are allocated effectively while balancing artistic vision with financial responsibility. I've also contributed to fundraising strategy—writing grants, cultivating donor relationships, and aligning development efforts with programmatic needs. Whether launching a new initiative or reworking an existing model, I bring a blend of creativity, structure, and financial insight that helps move projects from concept to reality with clarity and impact.

GRAPHIC DESIGN

I have an extensive background in graphic design, with years of experience creating visual assets for arts organizations, educational programs, and product-based businesses. My work has included everything from designing concert posters, flyers, and social media graphics to developing full brand packages, including logos, color palettes, and typography systems. At Mama Wunderbar, I led product and packaging design that contributed to viral campaigns and brand growth. In the nonprofit arts sector, I've used design not just to make things look polished, but to communicate mission, mood, and purpose—always aligning visuals with audience engagement and organizational identity. Whether working on a fast-turnaround promotional piece or a full visual rebrand, I bring both a creative eye and strategic thinking to the process, ensuring that every design supports the larger goals of the project or organization.

CLASSICAL MUSIC PERFORMANCE

I come from a deeply rooted background in classical music, with experience spanning performance, education, and artistic collaboration. Trained as a vocalist, I've performed across the U.S. and Europe in opera productions, choral tours, and chamber settings, developing a strong understanding of both solo and ensemble artistry. My classical training informs every aspect of my work, from programming and education to artist support and concert production. I've also taught voice, aural skills, and piano, helping students connect with the rich traditions and evolving landscape of classical music. This foundation allows me to approach projects with both artistic integrity and a deep appreciation for the discipline, nuance, and collaborative spirit that define classical performance.

MARKETING STRATEGY

I have a strong background in marketing strategy, with a focus on building authentic, engaging campaigns that reflect the heart of an organization's mission. My work includes developing cohesive brand messaging, creating content calendars, and overseeing the design and execution of promotional materials across print, digital, and social media platforms. I specialize in identifying target audiences and crafting messaging that resonates—whether for a concert series, educational program, or fundraising campaign. With an eye for both aesthetics and analytics, I ensure that marketing efforts are not only visually compelling but also strategically aligned to drive engagement, build community, and support long-term growth.