



Santa Rosa, California
nadjamasura@gmail.com
707.889.4881
[in /nadjamasura](https://www.linkedin.com/in/nadjamasura)

EDUCATION

Santa Rosa Junior College
Web Developer Certificate

- In Progress

PhD University of Maryland,
MITH Digital Humanities Fellow

MA University of Michigan
Theatre Research

BA University of Puget Sound
Theatre and Writing

AS College of Marin
*Multimedia, Authoring & Integration;
Graphics Design*

WGLI Core Leadership program

SKILLS & EXPERTISE

Photoshop	Web Design & Development
InDesign	
Dreamweaver	Layout Poster/Cover
HTML & CSS	Adobe XD
CMS & File mg	Teaching & Training
Digital Compositing	Online Video Events
Writing	
Research	Illustrator
Staging Events	Storyboarding
Photography	MS Office Suite, PowerPoint
Dramaturgy	Premiere, Final Cut Pro, Capcut
Volunteer Coordinator	Authoring
UXUI	

A versatile and skilled Professional Creative with extensive cross technology experience, excels at technology writing, graphic design, research, interaction design, marketing leadership, photography, and web design. Proficient in enhancing both digital and real-world projects at every phase, from conceptual planning and content creation to meticulous editing, ensuring comprehensive, user-friendly, and visually captivating outcomes. Seeking opportunities to leverage diverse expertise to elevate projects and deliver impactful results in dynamic and collaborative environments.

WORK EXPERIENCE

AI Human Interaction Advisor | GritX

June 2020 – April 2021

- Working in collaboration with programmers and practitioners at University of California-SF and Well Advised on refining an advanced AI (Turing tested) for youth mental health conversations.
- Contributed as a Dramaturge to usability and quality by identifying conversation patterns and predicting user expectations, reporting directly to programmers.

Graphic Designer | HMH Publishing & Scholastic Press

June 2012 – August 2018

- Provided comprehensive support to a fast-paced Product Development team operating within a warehouse environment, excelling in graphic design, layout creation, and meticulous adherence to corporate branding standards.
- Demonstrated advanced proficiency in Content Management System (CMS) operations, adeptly managing and navigating the platform to streamline processes and maximize efficiency.

Executive Director | Sonoma County Book Festival

January 2009 – October 2009

- Organized and managed a highly successful region-wide Book Festival, resulting in increased profitability and record-breaking attendance.
- Oversaw bookings, public relations, graphic design, and website updates.
- Coordinated meetings, ensuring seamless execution across all facets of the event.

Conference Planning Committee, Technology | University of Maryland

January 2005 – June 2005 | Sept 2002 – April 2003

International Federation for Theatre Research & Kennedy Center American College Theatre Festival

- Responsibilities included: logistics, scheduling, planning technology resources, website development, publicity materials.
- Additional conference planning: (Association for Theatre in Higher Education: Electronic Technology Committee and Women in Theatre Program, online participant Siggraph)

Volunteer Coordinator | Sebastopol Center for the Arts

October 1998 – March 2000

- Coordinated, trained, managed, and scheduled all volunteers and related tasks.
- Created appreciation events for volunteers.
- Administrative support including membership database, filing, class enrollments, and reception.
- Assisted Marketing Director's campaign.



FREELANCE CONTRIBUTIONS

Author

"Digital Theater: The Making and Meaning of Live Mediated Performance"

Publisher – Palgrave Macmillan
ISBN 978-3-030-55627-3

With over two decades of dedicated freelance experience, cultivating a multifaceted skill set in theater production, communications, web and graphic design, and content creation. The versatility of background reflects a proven track record of delivering high-quality, creative solutions across various industries, consistently exceeding client expectations and fostering impactful relationships.

Content Creator | ToursAlive: Augmented Reality

August 2023 – October 2023

- Interactive walking tour of downtown Petaluma using Stqry AR geospatial hotspots.
- Produced through Artaluma. Artistic and Historical research, writing and narration. Video and audio content.

Event Producer | California Living Arts Projects

May 2019 – November 2019

- Marketing, Directing, and Project Management
- Web design, poster design, script editing, set design, board recruitment, casting, donations, promotion

Communications Analyst | VM Ware

January 2019 – April 2019

- Orchestrated end-to-end production of product demo video, including scripting, narration, and video editing.
- Crafted comprehensive technical manual in collaboration with developers, designing an interactive .pdf using InDesign.
- Edited and enhanced UX Design team's whitepaper, ensuring clarity and coherence in technical content.

Graphics Design & Communications Analysts | Cisco

August 2018 – December 2018

- Designed graphics, logos, and posters, ensuring visual consistency and brand coherence across various platforms and promotional materials.
- Revamped and maintained the organization's website (IBMC), implementing updates in graphics, content organization, and overall visual appeal to enhance user experience. PowerPoints for All Hands and international stakeholder meetings.
- Developed innovative templates and graphics for regular newsletters, contributing to engaging and visually appealing communication materials. Orchestrated naming meetings for the organizational reorganization and conducted departmental photoshoots for visual content.

Marketing Director | Woman's Global Leadership Initiative

June 2011 – September 2014

- Managed team creating content through multiple channels including social media.
- Created PR and marketing materials.
- Oversaw, facilitated, and created community events and meetings.
- Created and refined website with information redesign.
- Collaborated with Founder on core messaging and Board of Directors in strategic planning.

Web Design and Graphics Clients Included:

Alexander Valley Wine Association, Occidental Community Council, Salmon Creek Watershed Council, Occidental Community Choir (OCC), PBHS, Kreck, Art@The Source, and multiple artists and small businesses.

Selected Volunteering:

Human Race, Cinnabar Theatre Board, Champions of 6th Street Theatre, Sister Cities, SC Wildlife Rescue, OCC