



LUCILLE RIEKE

Arts Administrator & PR Strategist

Emerging arts communications professional with experience in media strategy, arts journalism, social media promotion, press outreach, fundraising communications, and nonprofit theatre operations. Skilled in audience engagement, PR writing, and collaborative storytelling and communications



415-530-1166



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Washington, D.C.

SKILLS

- Adobe Creative Suite
- Canva
- Website Management
- Google Workspace
- Microsoft Office
- Social Media Strategy
- Media Relations
- Press Writing
- Audience Engagement
- Event Coordination
- Qualtrics

EDUCATION

American University | Washington D.C.

Dual Degree:

- BA Theatre Performance
- BA Public Relations & Strategic Comms

GPA: 3.98 | summa cum laude

Relevant Coursework:

- Event Management
- Crisis Communications
- Public Comms Research
- Visual Design

REFERENCES

Alexis Hartwick - ahartwick@keegantheatre.com

Susan Marie Rhea - srhea@keegantheatre.com

WORK EXPERIENCE

Public Relations Associate

Jun 2026 - Present

The Keegan Theatre | Washington, D.C.

- Draft and disseminate press releases and cast announcements.
- Pitch media stories to support institutional visibility and community outreach.
- Coordinate media outreach and press opportunities supporting the company's 30th Anniversary campaign and production marketing initiatives.
- Collaborate with team members to organize interviews, quotes, and features.

Arts Administration Intern

Sep 2025 - May 2026

The Keegan Theatre | Washington, D.C.

- Supported communications, administrative, and patron engagement operations across multiple departments within a professional nonprofit theatre.
- Maintained audience engagement databases and internal communications systems, and supported patron communications.
- Assisted with marketing and patron communications initiatives.
- Collaborated across departments to maintain external messaging.

Lead Teaching Artist

Oct 2022 - May 2025

The Keegan Theatre | Washington, D.C.

- Led after-school drama classes in a public-school residency program.
- Developed and delivered creative curriculum fostering confidence, collaboration, and self-expression.
- Collaborated with administrative staff, gaining exposure to arts education operations.

Additional Experience

Staff Writer | DC Theater Arts

Front of House Associate | The Keegan Theatre

PROJECTS

Spindrift Cherry Campaign Strategy

Jan 2026 - Apr 2026

American University | Washington, D.C.

- Developed an integrated public relations and marketing campaign for a nonprofit client as part of a four-person consulting team.
- Created media pitches, spokesperson strategy, event concepts, audience research, and brand positioning recommendations.
- Earned a perfect grade and positive client feedback for campaign execution and presentation.