



# AMANDA GOOKIN

CELLIST. ARTS LEADER. ACTIVIST.

Cellist and Arts Leader Amanda Gookin (she/her) "pushes Classical forward" (LA Times) and champions the future of music through the creation and bold performance of new works, and a dedication to education, culture, and community engagement.

## PROFESSIONAL EXPERIENCE

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### EXECUTIVE DIRECTOR

2020 - Present

Shenandoah Valley Bach Festival, Harrisonburg, VA

- Produce special events including the week-long annual festival
- Increased individual giving by 20% through fundraising, grant writing, annual appeals, and special event planning
- Manage part-time staff, coordinate with Artistic Director, organize volunteers
- Motivate the Advisory Board with organizational activities
- Manage operating budget and artist contracting
- Co-designed new branding on website and social media
- Created a 5-year strategic plan to revolutionize programming and increase equity and inclusion

### EXECUTIVE DIRECTOR

2021 - 2023

Music at the Anthology (MATA), New York, New York

- Produce events including the annual festival
- Established inaugural Artist-In-Residence position
- Established first-ever donor database with Little Green Light
- Manage part-time staff, Artist-In-Residence, and call for submission panelists
- Advise the Board of Directors on organizational activities and budget
- Manage bookkeeping, payroll, and operating budget
- Fundraise through grant writing, annual appeals, and special event planning
- Increased annual grant funding by 30%

### FOUNDER, CELLIST, EDUCATOR

2016 - Present

Forward Music Project

- Commission multimedia works for solo cello that elevate stories of feminine empowerment
- Coordinate marketing through social media and creative branding
- Lead workshops using group discussion, music creation, and sound healing
- Past concerts presented by The Kennedy Center, National Sawdust, deDoelen, The Wallis, and Park Avenue Armory

## CONTACT

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### PHONE

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### EMAIL

[amandagookin@gmail.com](mailto:amandagookin@gmail.com)

### WEBSITE

[www.amandagookin.com](http://www.amandagookin.com)

## SKILLS

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Curating & mentorship

Grant writing & fundraising

Contracting

Social media & music platforms

Website management

Microsoft Office Suite

Keynote

QuickBooks

Little Green Light & Jenzabar

Mailchimp & Constant Contact

Logic Pro, QLab, MaxMSP

Proficient Spanish

## EDUCATION

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MM, Cello Performance, 2016

SUNY Purchase

BM, Cello Performance, 2005

Mannes School of Music

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## PROFESSIONAL EXPERIENCE CONTINUED

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### ARTISTIC DIRECTOR

2020 - 2021

Purchase New Music, SUNY Purchase. Purchase, NY

- Coordinate programming and instrumentation for student new music ensembles
- Schedule coaching and performances with student performers, student composers, and faculty coaches
- Coach ensembles and lead workshops on score study and contemporary performance techniques

### FOUNDER, CELLIST, EDUCATOR

2010 - 2019

PUBLIQuartet

- String quartet specializing in contemporary music
- Directed marketing and branding strategies, resulting in increased subscribers, audiences, and presenters
- Managed website, social media, newsletters, conceptual programming, and creative partnerships
- Grant writing, garnering over \$20,000 annually
- Oversaw the production, marketing, and release of two albums (2016, 2019)

### FACULTY

2017 - 2021

The New School College of Performing Arts, New York, NY

Developed new curriculum that encourages supportive discourse on racial and gender disparity in music education; refreshed existing courses to focus on social leadership and cultural sovereignty; coached chamber music ensembles; and taught experimental music to jazz and classical students, encouraging them to explore new ways to play with, listen to, and interpret sound.

2016 - 2021

SUNY Purchase Conservatory of Music, Purchase, NY

Conceived career development courses on marketing, finance, grant writing, and project management for classical, jazz, and studio production majors; developed music history courses on gender in music, American musical culture during the interwar period, and the ethics of ethnomusicology; coached chamber music ensembles; and directed Purchase New Music (see Administration).

## AWARDS & HONORS

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2020

GRAMMY® Nomination  
Best Chamber Music/Small  
Ensemble Performance

2019

Chamber Music America  
Visionary Award

2016

New Music USA Impact Fund

2015

CMA/ASCAP Award for  
Adventurous Programming

2013

Sylvia Ann Hewlett Adventurous  
Artist Prize

2013

Concert Artists Guild Winner

## SELECTED ENSEMBLES

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2016 – Present

Contemporaneous (member)

2017 – 2020

Nu Deco Ensemble

2010 - 2019

PUBLIQuartet (founder)

2016 – 2019

Experiential Orchestra

2016

Int. Contemporary Ensemble

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## SELECTED SPEAKING ENGAGEMENTS

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### The Entrepreneurial Musician Podcast 2020

Interviewed for [The Entrepreneurial Musician](#) podcast on “jumping first and making art that is unabashedly outspoken.”

### Talea Ensemble, New York, NY 2020

Panel speaker on the role of gender in music programming

### The New School, New York, NY 2019

Lecture recital and panel discussion for incoming Arts Management and Entrepreneurship Masters students

### TEDxMidAtlantic, Washington, DC 2017

Presented a [TEDx Talk](#) on racial and gender disparity in classical music and performed works from Forward Music Project.

### Classical Classroom, Houston Public Media, Houston, TX 2017

Interviewed on national podcast, [Classical Classroom](#), on Forward Music Project and activism in classical and contemporary music.

## REFERENCES

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Olivia Jones: [oliviadjones@gmail.com](mailto:oliviadjones@gmail.com)  
Vice President, MATA Board of Directors

Curtis Stewart: [curtisjstewart@gmail.com](mailto:curtisjstewart@gmail.com)  
Violinist, Composer, PUBLIQuartet

Jessie Montgomery: [jmontgomerymusic@gmail.com](mailto:jmontgomerymusic@gmail.com)  
Composer, Violinist, Chicago Symphony Orchestra Composer-in-Residence

Darius Jones: [dariusjones3@hotmail.com](mailto:dariusjones3@hotmail.com)  
Saxophonist, Composer, The New School Faculty

Joshua Rubin: [jnruby@gmail.com](mailto:jnruby@gmail.com)  
Clarinetist, International Contemporary Ensemble

## SELECTED DISCOGRAPHY

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### FORWARD MUSIC PROJECT 2.0

Solo album (2021)

Released on Bright Shiny Things

### FORWARD MUSIC PROJECT 1.0

Solo album (2020)

Released on Bright Shiny Things

### FREEDOM AND FAITH

PUBLIQuartet (2019)

GRAMMY® Nominated

Released on Bright Shiny Things

### PUBLIQuartet

PUBLIQuartet (2016)

Released on CAG Records

### STRUM

Jessie Montgomery (2016)

Released on Azica Records

## SELECTED PRESS

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“Amanda Gookin pushes  
classical forward.”

The Los Angeles Times

“This is cello playing at its  
height; delivering art.”

The WholeNote

“This is a premier example of  
feminist advocacy done right.”

I Care If You Listen

“Communal joy embedded in a  
music of cooperation.”

The New York Times