



WILLIAM RUIZ MORALES

Creative Producer • Program Strategist • Cultural Researcher

PROFESSIONAL SUMMARY

Creative producer and program strategist with 15+ years of experience across cultural institutions and festivals. I design artist-centered programs, build partnerships, and develop communications and engagement strategies that strengthen connections between artists, audiences, and organizations.

EDUCATION

Diploma, Research Program. P.A.R.T.S., Brussels | 2014–2017

Bachelor of Arts in Theater Arts. University of the Arts, Havana | 2002–2007

PROFESSIONAL EXPERIENCE

Director of Field Initiatives & Creative Producing

Los Angeles Performance Practice (LAPP) | 2024–Present | Los Angeles, CA

- Designed and led BRIDGE THE GAPS, supporting fire-impacted artists through microgrants, a residency program, and public-facing engagements.
- Redesigned Field Initiatives as a core LAPP program area focused on artist relief, cohort models, and capacity-building.
- Secured and managed LAPP's role in New Music Inc–Los Angeles, coordinating local engagement and leading a diverse cohort as part of a national incubator.
- Oversaw communications and public materials for initiatives, including program announcements, artist features, and reporting documents.
- Managed budgets, contracts, production workflows, and cross-departmental coordination.

Programs Associate

Los Angeles Performance Practice | 2023–2024

- Supported the design and delivery of the CAC Individual Artist Fellowship for Los Angeles County.
- Managed artist communications, professional-development workshops, and public program logistics.
- Coordinated partnerships, digital publications, and feedback-driven improvements across initiatives.

Programs & Communications Specialist

FUNDarte | 2021–2023 | Miami, FL

- Produced and marketed more than 20 shows across two seasons, including the organization's 20th Anniversary Season.
- Led communications campaigns, developed press relationships, and expanded audience reach.
- Produced the 2022 Miami on Stage series, coordinating artists, promotional partners, and community engagement.

Festival Director & Creative Producer

Living Away (NYC/Miami) & Espacios Ibsen (Havana) | 2012–Present

- Directed multidisciplinary festivals in the U.S. and Cuba, producing large-scale, multi-generational programs and securing institutional partnerships.
- Managed grants from the City of New York and the Ibsen International Scholarship.
- Developed digital programming for the online edition of Living Away (2020–2021)

CONTACT

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SKILLS

Program & Project Management

Institutional Communications

Event Production

Artist Relations

Partnership Building

Public & Community Engagement

Research & Evaluation

Strategic Planning

Initiative Design

LANGUAGES

Spanish — Native

English — Fluent

French — Conversational

TOOLS

Adobe Creative Suite

WordPress

Canva

Google Workspace

Microsoft Office Suite

Monday.com

Airtable

Notion

Slack

PROFESSIONAL EXPERIENCE (*Continuation*)

Producer & Community Outreach Coordinator

Cuban Ministry of Culture | 2007–2009 | Havana, Cuba

- Produced the Broadway musical RENT in Havana and coordinated international productions.
- Produced the International Havana Theater Festival and cultural programs supporting emerging artists.
- Served as liaison for North American partnerships and touring projects.

Selected Research Projects

Research Leader, Creative & Independent Producer Alliance (2023–2025)

- Led multi-city research on performing arts networks and alternative governance models through interviews and field study.
- Chasing Fireflies (2023–2024): Designed and led a research project across European festivals examining collaborative, network-based production structures.

Artistic Practice (Selected Projects)

Included as complementary context for institutional roles; highlights interdisciplinarity, dramaturgy, and artistic insight.

- Inebria Me, Dramaturg/Writer – Experimental Opera by San Cha (Los Angeles, New York, 2025)
- MENEIO, Dramaturg/Writer – Performance (Los Angeles, 2025)
- Call Palace, Dramaturg/Writer – Performance (Miami, 2023)
- Restless, Librettist – Contemporary Music (New York, 2022)
- On Work. Lecture by the Idiot, Director – Lecture Performance (Berlin, 2024)
- Awake, Director/Dramaturg – Social Practice Performance (Bergen, 2017)
- Drama, Dramaturg – Danza Contemporánea de Cuba (Havana, 2014)