

MINH HÀ MILLIE LÊ (SHE/HER)

CREATIVE DIRECTOR | ARTS ADMINISTRATOR | MULTIDISCIPLINARY ARTIST | NON-PROFIT THEATRE CO-FOUNDER

forflowersandfilm@gmail.com | *flowersandfilm.com*

A community-centered experiential storyteller and strategic creative leader with 10+ years of experience managing productions, partnerships, and creative teams from concept through delivery. I am passionate about celebrating human stories in ways that foster conversations. What is a conversation you wish you had started, and how can I help make it happen?

EDUCATION

NORTHWESTERN UNIVERSITY | M.S. Leadership for Creative Enterprises
Lambda Pi Eta Honors Society, Convocation Student Speaker, Social Media Assistant
Courses: In(Equity) in the Arts & Entertainment, Cultural Non-profit Organization Management, Economics, Marketing Strategies in Creative Industries, Brand Management, Arts Law and Ethics, Organizational Processes, Personal Leadership, Business Models, Culture and Arts Analytics

LOYOLA UNIVERSITY CHICAGO | B.A. Communication Studies, Minor in Theatre
School of Communication Student Ambassador, Undergraduate Admissions Student Ambassador, Diminuendo Literary & Arts Magazine Co-president, Technology Lab Media Assistant, Hall Council External Affairs Coordinator

Additional Training: Directing Theatre Intensive at the John F. Kennedy Center for Performing Arts

EXPERIENCE

Co-founder, Artistic Director, Production Director, Playwright | FRAGMENTS Theatre | 2016 - Present
A non-profit independent theatre company based in Hanoi, Vietnam — fragmentstheatre.wixsite.com/theatre

- Founded and lead theatre company, overseeing all organizational processes including strategic growth, programming, human resources, budget management, marketing, sponsorship, and community outreach
- Managed end-to-end production processes including musical ideation, casting, rehearsals, and production
- Recruited and managed 80+ international cast, crew, and organization members, providing production and professional development training across 12 cross-functional departments based on company core values
- Built and maintained relationships with sponsors and partners across public and private sectors, securing sponsorships valued at $10,000 in cash and in-kind contributions
- Produced and coordinated multi-channel social media marketing campaigns and artistic events, achieving a growth of 4,000+ public audience members, 800+ tickets at sold-out shows, and national press coverage
- Wrote 2 original musicals, managing cross-department ideation processes between playwrights and composers
- Directed company's second original musical, spearheading artistic vision, casting, staging, music, choreography, and design directives, leading production rehearsals, and coordinating show nights

Teaching Artist | Writers & Books | Present

- Developed curriculum for and taught SummerWrite Camp youth poetry workshop with theatrical techniques
- Developed curriculum for and taught legacy writing workshop at Irondequoit Public Library
- Developed curriculum for upcoming legacy writing workshops in partnership with Lifespan Rochester (NYSCA funded) and Story Lab youth writing workshops at Rochester Public Libraries
- Prepared workshop guidelines and professional development materials for teaching apprentice
- Produced digital content and promotional materials for Writers & Books' workshops, festivals, and events

Marketing and Communications Assistant | Northwestern University School of Communication | 2024 - 2025

- Managed and produced marketing materials for the MS in Leadership for Creative Enterprises (MSLCE) and MS in Communication (MSC) programs, revamping the MSLCE YouTube channel and all MSC social channels
- Managed and produced MSLCE's demand generation campaign for Google Ads, Meta Ads, website, and socials
- Designed the visual identity and coordinated event planning and alumni relations for "4 Decades of Dialogue" (MSC's 40-year anniversary celebration) and "MSLCE at 10" (MSLCE's 10-year anniversary celebration)
- Coordinated "MSLCE at 10" in-person celebration event of 100+ attendees at Steppenwolf Theatre Company
- Coordinated online and in-person events connecting students, alumni, faculty, staff, and industry professionals

Development and Programming Intern | Virginia Wadsworth Wirtz Center for Performing & Media Arts | 2024
- Developed grant proposals based on the organization's mission, goals, operations, and funding needs
- Identified new and strengthened existing strategic partnerships with cultural and artistic organizations
- Assisted the revision of mission statement to determine new direction of organization
- Developed external rental policy document and proposal for facilities advancement
- Assisted community outreach and marketing initiatives to expand audience engagement

Editorial Assistant | RHINO Poetry Magazine | 2022 - 2023
- Assisted curation of submissions via Submittable, production, and distribution of annual poetry publications
- Organized and represented RHINO at community events and poetry readings
- Assisted the annual visioning of RHINO's mission statement, organizational structure, and programming
- Managed and produced marketing materials for website, social media channels, and email marketing systems
- Digitally archived past poetry publications on RHINO's website

Literary Management and Public Programs Intern | Victory Gardens Theater | 2020
- Researched and developed dramaturgy packets for mainstage productions
- Reviewed and synthesized new play submissions
- Developed and implemented audience engagement strategies
- Coordinated pre- and post-show events and talkbacks

Artistic Administration and Dramaturgy Intern | Lookingglass Theatre Company | 2019
- Reviewed drafts and assisted in-person readings of plays in development
- Conducted dramaturgical research for plays in development
- Coordinated day-to-day artistic administration

ADDITIONAL EXPERIENCE

Freelance Creative | *flowersandfilm* | 2018 - Present
- Creative Director: branding, visual identity, concepts, and curation; creative projects and community events
- Videographer and Photographer: pre-production through post-production; professional and personal projects
- Writer and Developmental Dramaturg: research, story development, and text; digital and performance arts

Founder, Creative Director | Persona Space by *flowersandfilm* | 2023 - Present
- Designed curriculum for and hosted month-long in-person poetry workshops for new and experienced writers
- Directed branding, marketing, budgets, and enrolment for the Persona Space workshop series

Strategic Development Consultant | League of Chicago Theatres | 2024
Programming Consultant | Epiphany Center for the Arts | 2024
New Play Workshop Assistant | The John F. Kennedy Center for the Performing Arts | 2022
Undergraduate Admissions Student Ambassador and Media Assistant | Loyola University Chicago | 2018 - 2022
Co-president, AD/PR Chair, Editor | Diminuendo Literary & Arts Magazine | 2017 - 2020
Afterschool Academic Program Volunteer | Chicago HOPES for Kids | 2017 - 2018
Volunteer and English/Arts Teacher | Humanitarian Services for Children of Vietnam | 2015 - 2016

SKILLS

Management and Programming: Strategic planning, experiential production, event coordination, contract negotiations, human resources management, client relations, budget management, fundraising, and grant writing
Marketing and Media: Creative strategy through distribution, graphic design, Adobe Creative Suite, Wix, Figma
Languages: English (fluent) and Vietnamese (fluent)

SELECTED MEDIA PRODUCTIONS & EXHIBITIONS

Art Exhibitions
Poet & Visual Artist | Sanctuary: Borders & Belongings in 2026 | Rochester Contemporary Art Center | 2026
Poet & Visual Artist | 3 Chìm 6 Nổi Exhibition | Vietnamme at Ươm Art Hub Ho Chi Minh City, Vietnam | 2022
Theatre
Director | *Arriving At* | Green Shirt Studios | Playwright: Ike Butler | 2024
Director | *Does It Feel Like Home* | Loyola Underground Laboratory | Mentor: Rachel Healy | 2022
Dramaturg | *Everybody* | Newhart Family Theatre | Director: Devon de Mayo | 2022
Associate Director | *Polaroid Stories* | Newhart Family Theatre | Director: Lavina Jadhwani | 2021
Musical Theatre
Director and Playwright | *January Sun* | FRAGMENTS Theatre at Đại Nam Theater | 2021
Playwright | *A Bullet for My Valentine* | FRAGMENTS Theatre at Vietnam Youth Theater | 2017
Film
Director | *Does It Feel Like Home* Documentary | Present
Costume Director | *Christmas in Chicago* | Three Lifetimes Media | 2024