

Binrui Mo

Concert Director, Producer, Production Technologist, Violinist

Current Position: Program Coordinator/Manager of Production & Engagement
University of Delaware Master Players Concert Series
(since 2023, H1B extension petition in progress, expiration date: 9/30/2028)
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Professional Profile

A highly creative and results-driven performing arts professional with extensive experience leading complex, multimedia, and innovative arts programs in university and public-facing settings. Managed and delivered 3 consecutive years of sold-out concerts across classical, jazz, musical theatre, and interdisciplinary genres, engaging broad audiences across university and regional communities. Since 2023, contributed to fundraising and institutional development efforts that helped secure private donations and grant support, expanding the reach and impact of the Master Players Concert Series. Currently developing strategic initiatives for live music to benefit public health and a national educational project advancing historical and cultural understanding through performances of a Broadway-bound new American musical and multimedia engagements. Specialized in university-based arts presenting, concert production technology, artist management, educational outreach, audience engagement, and cross-cultural programming. Recognized for combining artistic judgment, administrative leadership, multimedia innovation, and operational discipline to execute high-impact arts initiatives with educational, cultural, and community value. Technical strengths include professional audio and video production, stage lighting design, graphic design, livestream development, and multimedia integration. Advanced knowledge of music intellectual property, public safety for large-scale performing arts events, and institutional risk management.

Areas of Expertise

General Management and Operations:

- Lead a professional performing arts organization across concert planning, artist engagement, institutional coordination, and public-facing program execution
- Manage artist contracts and related processes, including negotiation support, artists' agency communication, documentation, and compliance requirements
- Oversee artist relations, scheduling, logistics, hospitality, and presentation readiness for visiting performers and creative collaborators
- Direct concert operations with strong attention to legal compliance, public safety, minor protection, institutional policy, and risk mitigation
- Coordinate national and international concert tours, festival activities, and special presenting projects requiring cross-functional planning and execution
- Provide administrative and financial support across organizational and college financial systems, including budgeting, reporting, and internal documentation
- Train, onboard, and supervise staff, graduate assistants, and interns while supporting professional development and team effectiveness
- Strengthen the continuity, efficiency, and long-term effectiveness of a university-based performing arts presenting organization through hands-on operational leadership

Production Management:

- Design and manage audio and video production for live concerts, integrating visual elements, live audio support, and real-time technical execution with and without A.I.
- Develop concert lighting design for a range of venues and multimedia hybrid productions
- Lead livestream and on-demand concert delivery through digital production design, multimedia coordination, and audience access systems
- Apply advanced post-production expertise in Final Cut Pro, Adobe Premiere Pro, Logic Pro, Audition, After Effects, MainStage, electronic music programming and arrangement, and video color correction
- Oversee off-campus and partnership productions
- Supervise stage crews, ushers, and production personnel to ensure high-level execution and a professional audience experience

- Manage box office operations, including ticketing, VIP experiences, will-call coordination, and subscription support

Marketing & Communications:

- Develop and execute strategic email marketing and social media campaigns aligned with organizational branding and audience development goals
- Design promotional strategies and interpret audience engagement data to strengthen visibility, participation, and long-term audience growth
- Produce creative and visual communication materials, including posters, program books, season brochures, postcards, and digital promotional assets
- Design, host, and manage websites and online content to support public communication, brand consistency, and institutional visibility
- Create and manage the organization's official social media content across platforms, including Instagram and Facebook
- Integrate audience interaction tools such as Slido, Mentimeter, and Poll Everywhere to enhance live production engagement and participation
- Manage CRM systems, including HubSpot, in support of donor relations, audience cultivation, and engagement tracking
- Work fluently across Google Workspace, Microsoft Office, InDesign, Canva, Photoshop, Lightroom, Asana, Constant Contact, Wix, and Bluehost

Education, Outreach, and Partnership:

- Develop and advance educational programming that connects live performance with broader academic, cultural, and public-serving goals
- Build and sustain outreach partnerships that expand audience access and strengthen community engagement
- Collaborate with faculty, students, academic units, and external partners to create interdisciplinary and audience-centered programming
- Design and present educational events that strengthen institutional visibility and deepen the public value of the performing arts
- Support initiatives connecting artistic programming with student learning, youth engagement, and broader cultural participation
- Foster partnerships that position performing arts activity as a meaningful contributor to education, community life, and institutional mission

Development and Organizational Sustainability:

- Support fundraising strategy through donor cultivation, advisory council engagement, and stakeholder relationship development
- Manage donor relations and gift-processing support, including customized recognition and accurate public acknowledgment
- Plan and execute leadership, donor, and cultivation events that strengthen long-term support and organizational visibility
- Prepare, monitor, and report on grant-supported activities and funding initiatives
- Contribute to organizational sustainability through coordinated fundraising efforts, grant stewardship, and relationship-based development work
- Support the long-term growth and resilience of nonprofit arts programming through strategic engagement with donors, partners, and institutional stakeholders

Strategic Initiatives and National Program Development:**2023 - present****Social Prescribing Initiative – (In Development)**

– A community-based health and wellness initiative integrating live music into preventative care through structured, non-clinical engagement.

- Designed a scalable program model connecting healthcare providers, musicians, and arts organizations through a coordinated referral system
- Developing a pilot program at Master Players Concert Series with potential expansion to multi-state implementation
- Engaging a network of trained musicians (students, professionals, retirees, and volunteers) as service providers delivering tailored music experiences
- Collaborating with healthcare professionals and researchers to align music-based engagement with mental health and wellness outcomes
- Exploring development of a digital platform/mobile application to support service delivery, access, and program scalability

Shanghai Sonatas Educational Residency – (In Development)

– A cross-cultural humanities and educational initiative expanding the impact of *Shanghai Sonatas*, a new American musical, through performance, research, and public engagement.

- Leading development of touring lecture concerts, exhibitions, and university residency programs focused on WWII history and cross-cultural exchange
- Supporting collaboration with *Garden Bridge*, a documentary film about the musical's creative process for national broadcast on PBS and educational outreach
- Designing interdisciplinary educational programming for U.S. educators and students, integrating music, WWII history, and cultural studies
- Coordinating community engagement programs, workshops, and academic partnerships across institutions
- Advancing scalable digital distribution strategies to expand national access to educational content

Concerts (selected):

2023 - present

Led the design, marketing, and presentation of high-profile concert productions across various genres, including classical, jazz, choral, and interdisciplinary programming. These productions reflect sustained leadership in artistic planning, audience engagement, multimedia integration, and public-facing presentation. Through this work, I helped expand access to high-quality artistic experiences, strengthen community engagement, and sustain a dynamic performing arts presence within university and regional settings.

- *Gold Medalist* – Saxophone and Piano Concert (March 14, 2026)
- *Blending Traditions* – Quey Percussion Duo Concert (February 15, 2026)
- *Great Musical Family* – Cello & Piano Recital (November 2, 2025)
- *2025–26 Season Opening Concert* – Flute & Accordion Recital (October 4, 2025)
- *Rach & Roll: Pianist Asiya Korepanova* – Piano Recital (March 15, 2025)
- *Big Band Holidays: Jazz at Lincoln Center Orchestra* – Holiday Concert (December 14, 2024)
- *United Voices of America*: multimedia and interactive choral Concert (November 2, 2024)
- *The Sinta Quartet* – Saxophone Quartet Recital (October 5, 2024)
- *Christina & Michelle Naughton* – Piano Four-Hand Recital (March 17, 2024)
- *Tenor Justin Austin & Pianist Howard Watkins* – Black History Month vocal recital (February 25, 2024)
- *Vienna Boys Choir North America Tour* – Choral Concert (December 9, 2023)
- *JiJi & Danbi* – Guitar & Violin Recital (November 12, 2023)

Innovative Productions (selected):

Led and supported original, multimedia, and technology-driven productions that expanded the artistic, educational, and public-facing role of performing arts presentation, including online concerts during the pandemic, hybrid musical development, and AI-integrated live performance.

***ARTificial* - an AI-integrated concert and educational initiative (April 27, 2025)**

– An innovative multimedia production combining artificial intelligence, audience interaction, special lighting effects, live music, and compositions by both AI and human musicians. The production explored the future of AI in the performing arts and its potential to support music education and creative practice.

- Designed AI voice-over, avatar host elements, and concert logistics
- Contributed to lighting effects design, sound effects design, and live technical support
- Designed a complex stage plot with detailed production requirements
- Coordinated rehearsals, concert planning, and day-of-show logistics
- Developed strategic marketing materials, including public email campaigns, posters, and social media content

- Designed a live audience interaction format that enhanced engagement and participation

MozArt: – A Multimedia Candlelight Concert (April 27, 2024)

– An innovative multimedia hybrid candlelight chamber music production.

- Designed the stage layout, stage plot, lighting effects, and multimedia content
- Managed concert livestream and ticketing systems to support online audience access
- Coordinated stage props preparation, testing, and delivery with attention to sustainability
- Managed concert logistics, artist hospitality, and donor event coordination
- Provided post-production support

Shanghai Sonatas - a new American musical (2020-2022)

– Based on lesser-known true stories, *Shanghai Sonatas* explores the cultural exchange between European refugee musicians in Shanghai during the 1930s. Chinese communities helped them survive World War II, while those musicians helped teach the first generation of serious Chinese classical musicians. The hybrid musical was developed in New York City with Broadway producers and gained international attention.

- Coordinated electronic music programming on stage, including setup, testing, and technical support
- Installed stage sets and props, and designed and edited audio and video playback content with real-time support
- Managed Broadway singer-actors' schedules
- Followed UD marketing and branding guidelines to co-produce global social media marketing videos, including editing, translation, and subtitling
- Prepared touring support for the world premiere of *Songs of Shanghai Sonatas* in Beverly Hills, California
- Collaborated as a librarian and touring assistant for *Shanghai Sonatas* Broadway workshops in New York City
- Assisted in coordinating the *Shanghai Sonatas* Education Residency lectures and provided multimedia technical support
- Managed HubSpot and social media accounts, including Facebook, Instagram, and LinkedIn, to engage donors and the general public

re-stART@Home online concert series during the COVID-19 pandemic (2020–2021)

– During the pandemic, I helped produce an online concert series that maintained connections between music, the arts, and the public during a period of uncertainty. In this work, I served as a technical lead for livestreaming, designed special effects, applied green screen and virtual space technology, managed filming logistics and rehearsal schedules, prepared equipment, conducted video, audio, and soundtrack recording, and provided advanced post-production support, including editing, color correction, and final delivery.

- ***Burning Ice:*** An Earth Day Celebration Concert integrating green screen, virtual reality, and sustainability themes (April 24, 2021)

- ***My French Songbook***: A Valentine’s Day Concert (February 13, 2021)
- ***Listening with Bob***: A Backstage Pass Online Event (April 10, 2022)
- ***Backstage Pass Online***: 6-WIRE on 57th (January 16, 2021)
- ***Home for the Holidays***: A Family Extravaganza (December 12, 2020)
- ***Sean Gao and Friends***: Season Finale (May 3, 2020)
- ***Great Musical Families***: The Berofsky Quartet (March 4, 2020)

Education, Outreach, and Partnerships:

Designed and presented educational and partnership-driven programming connecting live performance with broader academic, student, and public-serving goals. These activities supported audience development, strengthened campus partnerships, and expanded access to high-quality artistic experiences.

Backstage Pass (2020-present)

– Introduced college and high school students, as well as lifelong learners, to classical music by encouraging concert attendance through free or discounted ticket opportunities and artist engagement experiences.

- Designed and presented donor-supported Backstage Pass educational and outreach programs
- Developed programming and partnerships involving:
 - UD Osher Lifelong Learning Institute
 - UD School of Music
 - UD Graduate College
 - UD Honors College
 - UD Department of Languages, Literatures, and Cultures
 - UD Asian Studies Program
 - UD Community Music School
 - UD English Language Institute
 - UD Hispanic/Latino Graduate Student Association
- Supported interdisciplinary and audience-centered programming that strengthened campus climate and expanded public engagement
- Helped cultivate new audiences through educational concert experiences and partnership-based outreach
- Provided post-production support

“Hand-in-Hand” (2026)

– Collaborated with the UD English Department and Graduate Poetry Club to present a unique concert experience featuring live music and poetry by UD student poets.

- Designed concert logistics, stage lighting, and multimedia content
- Managed artist-related tasks such as rehearsal coordination, hospitality, and payment processing
- Conducted and directed the live performance following a complex script

“Sing With Me” National Song Writing Competition (2022)

– An online music project promoting world language education and creative songwriting.

- Designed marketing emails and social media content to promote the competition
- Conducted data analysis to track competition progress
- Coordinated events and provided technical support to participants
- Co-directed the multimedia livestream award ceremony
- Assisted with filming and post-production video editing

Little Masters Project (2020-present)

– Provided children with financial need with donor-sponsored free instruments and lessons to support self-esteem, musical growth, and personal development.

- Assisted in coordinating instrument distribution and concert activities for participants and teachers
- Assisted in promoting child protection and safety policy during activities, ensuring a safe and supportive learning environment
- Instructed and coached students in music theory, instrument techniques, and performance skills, contributing to improved musical abilities and confidence
- Collaborated with instructors, volunteers, and parents to create a supportive learning environment for students
- Provided administrative support, including scheduling and program evaluation, contributing to the program’s overall success and sustainability

Development:

2023 - present

Supported institutional growth and long-term sustainability through donor cultivation, grant development, advisory council engagement, alumni and VIP events, and leadership-facing public programming. Contributed to private fundraising, grant support, and donor relations efforts that expanded organizational reach and program capacity.

- Coordinated VIP receptions, donor trips, council meetings, and artist dinners to strengthen donor relationships
- Helped recruit and cultivate new advisory council members among University of Delaware stakeholders, including Debi Crowley and Kristin Bennett
- Assisted the Director in attracting and developing private donors, contributing to \$100,000 in private donations in the 2024-25 season
- Helped secure \$50,000 in grant funding from the Delaware Division of the Arts/NEA
- Coordinated donor-facing educational, social, and cultivation activities supporting long-term program sustainability

Additional Work Experience:

October 2022 - November 2023

Position: Promotion Specialist - COMMONWEALTH MOTOR INC

Developed marketing and public relations experience in a professional commercial setting following graduation.

- Developed and implemented promotional strategies and plans for products and events.
- Managed public exhibitions, presentations, and high-end events.

- Designed and delivered marketing emails to improve sales.
- Maintained and updated the company's official website.
- Provided marketing tech support to ensure seamless operations.

Awards

- 2020-2022** University of Delaware Graduate Assistantship with full tuition waiver
(Received a competitive graduate assistantship award through a national application process, with full tuition support and a paid internship position in concert production, digital presentation, and arts administration.)
- 2020-2021** University of Delaware Concerto Competition Winner (Violin)
- 2017-2020** Dean's List (four times)

Education

- 09/2020-06/2022** University of Delaware (Master of Music in Violin Performance)
- GPA: 3.9/4.0
- 09/2017-06/2020** University of Delaware (Bachelor of Arts in Music Management)
- GPA: 3.5/4.0