

DIONNA PRIDGEON

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EXPERIENCE

SOCIAL MEDIA MGMT | North Shore School of Dance | Chicago

SEPT 2019 - PRESENT

- Update SM Platforms: IG/FB/TWTR/in
- Streamline & Curate video & image content
- Create promotional graphics & video footage
- Contribute new ideas for engagement
- Track Analytics

FOUNDER & CREATIVE DIRECTOR | moveDIPR | New York

AUG 2015 - PRESENT

- Conceived dance brand/business: strategic planning, direction, production, hiring team members & scouting/casting artists
- Provided creative marketing strategy, execution & website design
- Pioneered multiple/successful innovative programming for teens, young dance professionals & adults
- Programmed community access to affordable dance training in NYC
- Implemented a recognizable brand apparel line
- Generated a profitable revenue stream + economical budget
- Provided multi-platform social media mgmt. & creating content: photography, videography & video editing| Tracked Social Media Analytics
- Coordinated scheduling for dance performance group, consisting of 3 to 14 dancers + Diversified choreographic works
- Inspired & encouraged students within our network via teaching educational dance classes

INDEPENDENT CONTRACTOR | Self-employed | Jan 2004 - PRESENT

Dance Educator: Shared knowledge at 12 well-renown dance institutions (CHI/LA/NY) + multiple wksp/boutique/suburban studios nationally & internationally| Monitored student performance & improvement via dance training, consisting of various dance genres, for kids, teens, pre-professionals, professionals & adults| Provided feedback & recommendations for students | Completed NY Private School Certification 2016

Creative Direction: Casted dancers & Diversified my choreography for numerous performances/venues | Handled scheduling & delegated during the rehearsal process | Facilitated & produced several events.

**Full CV & References upon request!*

OPERATIONS & COMMS COORD | SPACEWORKS NYC | New York

AUG 2018 - JUNE 2019

Promoted 2xs: from PT Ops/Proj Dev Team to FT Exec/Ops Assoc to FT Ops/Comms Coord

- Responsible for weekly upcoming & new reservation reports/Provided monthly inventory status
- Managed day-to-day customer service emails, ticketing system & phone inquiries
- Assisted in Artist Intake, consisting of personal data entry & booking reservations
- Responsible for office admin tasks: processing refunds, coupon coding, preparing payment Invoices, FileMaker
- Curated Artist presentations for Weekly Staff Mtgs
- Responsible for the creation of internal & external graphic/video content for multi-platform Social Media Mgmt: & the assistance of successful fundraising campaigns via copywriting
- Contributed to back-end website maintenance
- Coordinated volunteers for in-house needs & org events
- Documented artist experiences via orchestrated interviews
- Proofread content *before* campaign launch, before promoting org events & sharing updated newsletters

SKILLS

- *Quick Learner*
- Entrepreneurship
- Mentorship/Coaching
- Social Media Management
- Talent Recruiting
- Programmatic Initiatives
- Videography/Editing/Content curation
- Choreography
- Contract Writing
- Mac Proficiency
- Microsoft Office/Google Suite
- Adobe Premiere Pro
- FileMaker
- *American Sign Language*

EDUCATION

- *Digital Media Initiative* | Sept 2019 | Gibney Dance Center
- **Ba In Dance** | May 2004 | Point Park University
- *Dance Major* | 1999-2001 | Barat College at DePaul University

HONORS: 4.0 GPA, Academic/Dance Scholarship, Dean's List, Honors Program Graduate, Magna Cum Laude, National Honors Society, National French Honors Society

VOLUNTEER EXPERIENCE

Arts on Site| **Studio Manager** | Feb '18 - Feb '19| New York

Spaceworks NYC| **Squad: Social Influencer** | Feb '18 - Aug '18 | New York

J. Archibald: ArchCore40| **Choreo Panel** | July '17/July '18 | New York