

A responsible, impeccable work ethic with attention to detail, while working quickly, staying organized, & aiding in 100% client trust!

EDUCATION

BA | May 2004 | Point Park University

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

PROFESSIONAL EXPERIENCE

CREATIVE OPERATIONS | Visceral Dance Center | Chicago | Dec '20 - Present

- Ensuring the creative workflow for more structure & efficiency, while enabling and supporting rapid decision-making, content creation and distribution for & evolving the Visceral Brand via social media, eblast marketing & website cohesion.
- Working to increase the apparel branding, including distribution and fulfillment, while helping to launch online store.
- Supporting the curation of new classes, master classes/workshops, while implementing new programming + Work study oversight, while teaching weekly Adult classes in Hip Hop & Contemporary dance.

SOCIAL MEDIA STRATEGIST | North Shore School | Chicago | Sept '19 - May '20

- Offering stellar expertise in managing social media platforms: IG/FB/TWTR/LinkedIn by acknowledging natural know-how, understanding how to utilize each platform effectively.
- Increased IG followers by 75% within five months, through consistent and strategic planning, created and curated image/video content, tracked analytics, plus presented new strategies and engaging copy, in opposition to current Pandemic, viable for brand recognition.
- Implemented multiple outlets for followers to engage, regularly posting in IG story, incorporating in-studio LIVE footage, adding profile highlights, IGTV videos & setting up TikTok to create a more authentic and accessible brand aesthetic.

ENTREPRENEUR | Self-Employed | New York | Aug '15 - Mar '20

- Founded a brand through vision, during my time as a performance artist, while learning multiple movement styles & fostering my expertise in arts education, to be implemented in my newfound business; while utilizing strategic planning, creative direction, production, and hiring highly skilled team members, providing mentorship, for the business to grow and gain recognition in the New York art community.
- Programmed innovative initiatives by observing the need within the arts community abroad; choosing students to participate in 4 specifically designed pilot programs, previously pioneered and proven successful in New York City, documenting and delivering a viable service to artists and movement enthusiasts.
- Implemented a recognizable brand apparel line by collaborating with an LA artist, presenting designs for sale, scaling a product line of 9 available items for online purchase via the business site, plus the Etsy E-Commerce platform, alongside generating a profitable revenue stream & economic budget, by programming affordable community access to dance training in NYC.

OPS & COMMS COORD | Spaceworks | New York | Jan '19- June '19

- Utilized exceptional copywriting skills to proofread campaign launches & monthly newsletters, combined with developing video content, designing flyers, posters, & announcements for multi-platform social media management, which championed successful fundraising campaigns.
- Orchestrated several interviews that documented both performance and visual artists, with great savvy, while confidently organizing volunteers for internal projects & scheduled events, along with contributing to back-end website maintenance, with the sole responsibility of adding my intuitive creativity to the organization.