

DIONNA PRIDGEON, CREATIVE

dionnajt@gmail.com/646.689.0685/www.difned.net

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

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

PROFESSIONAL EXPERIENCE

POET | BLOGGER | WRITER | Freelance | '12 - Present

- Skillfully stringing words together with the idea of sound, image, and rhythm, in descriptive, abstract, and complex ways.
- Intuitively creating relatable content for both personal interest, plus sharing with a on a larger audience, providing self-help & authentic storytelling. Editing language & utilizing a trial/error method to determine effective posting times.

EDUCATOR | CHOREOGRAPHER | CREATIVE DIRECTOR | Independent Contractor | May '04 - Present

- Masterfully teaching weekly dance classes, workshops, masterclasses, nationally & internationally, steadily accomplished within the past 17 years; with the proficiency in both dance execution and knowledge, which includes seven styles of dance, crossing in between concert, commercial, & musical theatre worlds, while inspiring and pushing students to be at their best.
- Fervently overseeing student performance & improvement, consisting of kids, teens, pre-professionals, professionals & working adults, both in the classroom & on stage and or during an event, always providing thorough feedback & writing thoughtful student recommendations.
- Scouting dancers to diversify choreography based on individual abilities, scheduling & giving encouraging direction during the rehearsal process, to reach a shared aesthetic and performance quality.

FOUNDER | CREATIVE DIRECTOR | Self-Employed | New York | Aug '15 - Feb'21

- Founded a brand through vision, during my time as a performance artist, fostering my expertise in dance education, to be implemented in my newfound business; while utilizing strategic planning, creative direction, production, and hiring highly skilled team members, providing mentorship, for business to grow and gain recognition in the New York art community.
- Programmed innovative initiatives by observing the need within the dance community abroad; choosing students to participate in 4 specifically designed pilot programs, and proven successful in New York & Chicago, 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 my business site, plus the Etsy E-Commerce platform, alongside generating a profitable revenue stream & economic budget, by providing 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 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 natural creativity to the organization.

EXEC & OPS ASSOCIATE | Spaceworks | New York | Sept '18- Jan '19

- Managed day-to-day customer service relations & office admin duties by corresponding with client base via phone & ticketing system, assisting with artist intake & booking studio rentals.
- Mainly responsible for processing refunds, coupon coding, distributing payment invoices, providing monthly inventory status, weekly reservation reports & updating the FileMaker platform, contributing to the team & business accountability.

VOLUNTEER EXPERIENCE

- Arts on Site | Studio Manager | New York
- J. Archibald: ArchCore40 | Choreo Panel | New York

ALTERNATE SKILLS

- Scouting Talent
- Public Speaking
- Website Building
- Social Media Management | Coordination
- Creating New Initiatives
- Providing Quality Reviews

INTERESTS

- Mental health support for Artists
- Advocacy & Equity for POC