

Technical Skills

Social Media Proficiency: Meta Business Suite · Facebook · Instagram · YouTube · Vimeo · LinkedIn ·

Tools: iOS/PC · Google Workspace · WordPress/Wix/SquareSpace · Canva · Final Cut Pro · MailChimp · DropBox ·

Core Competencies: Fast Learner · Detail Oriented · Independently Motivated · Strong Communication & Copywriting · Time Management · Multitasking · Teaching Skills: Rhythm, Dance/Movement · Social Justice & Access to Arts Education ·

Professional Experience & Metrics

Marketing & Communications:

- Consistently manage organizations' website & co-manage social media accounts with copy that aligns with online voice and mission statement.
- Creating marketing collateral including videos and flyers to be shared on social media as aligns with the mission statement, aesthetic brand, & narrative to showcase organization's scope of work.
- Lead the promotion of events by sharing behind the scenes videos and clips, and opportunities for the organizations' communities directly and through various means of digital and physical outreach.
- Support with providing and developing documentation for grant and organizational purposes.
- **Example Projects:** Co-lead promotion of *10 Year Anniversary Season* (La Mezcla, 2025)
 - For details: see linked portfolio.

Communications Manager, Deborah Slater Dance Theater - San Francisco, CA 2024 - Present

- Combined Facebook & Instagram engagement consistently ranges from 1.5-2k, with an average of 65% non-follower viewers.
- Mailchimp: 2k newsletter subscribers with an average of 25% open and click rate.

Marketing Associate, La Mezcla - San Francisco, CA 2020 - Present

Within the time period of April 2026-June 2026:

- Follower count: 3.9k (2% raise)
- 13k accounts engaged (rise of 87.4%) with 57% of reach being non-followers.
- Average of 4k views and interactions between 5 most recent social media posts.
- 27% increase in profile visits and activity.

Social Media Manager, Broadway Bares SF - San Francisco, CA 2026- Present

Other Professional Highlights

Freelance Professional Dancer 2013 - Present

- Recent highlights include: La Mezcla: Pachuquismo (National & International Tours); Ghostly Labor (Premiere & National Tour), Parangal Dance Company (International Tour), Planet Celadon (Asian Art Museum), Broadway Bares /SF (REAF/Broadway Cares Equity Fights Aids). SFDF 2020 selection: "Diwata" (Performer & Choreographer)
- Experience in motion capture, film, and stage performance.

Freelance Dance Teacher 2015 - Present

- Highlights: California Academy of Performing Arts, Geary Dance Center, ODC, Duo Dance Academy, Parangal Dance Company
- Lead classes of students ages 6 to adults to build a strong movement and rhythmic foundation.
- Use various methods of teaching utilizing tools for kinesthetic, visual, and audio driven learners to engage and inspire students.
- Teach expression and spatial awareness through dance and music while allowing growth for creative thinking, team building, self-discipline for the development of physical and mental health.

Education

San Francisco State University - San Francisco, CA
Bachelor of Arts in History, Dance (Dual Degree)

University of Amsterdam - Amsterdam, NL
Humanities Erasmus Exchange