

Jessica Werfel

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Experience

ELON DANCE PROGRAM

August 2020 - Present

Office Assistant, Elon, NC

- Organize audition logistics, such as serving on student panels, leading campus tours of 25+ prospective families, and in-class demonstrations for program auditions, learning administrative aspects of the audition process
- Filmed and edited a full length production titled “Dancing in the Landscape,” orchestrating videography shoots and managing compilation, securing presentation at Elon Parents’ weekend
- Led social media initiatives to promote dance performances, designing content and graphics suited for Instagram and Facebook, leading to increased audience turnout across the performance season

DANCE PLACE

May - August 2022

Studio Management & Administration Intern, Washington, D.C.

- Designed a studio rentals manual by compiling all known organizational rental information and proposing recommendations to improve future rental processes at Dance Place
- Developed a rigorous system to track studio rental requests and outstanding invoices, leading to the completion of over 100 studio rental agreements for dance artists in the metro- DC area
- Researched and analyzed operations data for Covid-19 compliance, developing corresponding internal practices for the fiscal year

RUSSELL SCHOOL OF BALLET

July - August 2023

Dance Teacher, Chantilly, VA

- Taught summer classes, mentored students ages 2-17 with personalized plans to achieve their goals
- Coordinated weekly studio scheduling, serving as a liaison between students and staff, supporting the flow of activities and ensure timelines are met smoothly and effectively
- Fostered a welcoming learning environment for 50+ students, by using inclusive language and modifying the curriculum to promote future accessibility

Education

ELON UNIVERSITY

Elon, NC

BFA Dance Performance & Choreography, BA Arts Administration, May 2024

- Accademia Europea di Firenze Study Abroad Spring 2023
- Summa Cum Laude, Elon Engagement Scholarship Recipient
- Rhoades Grant Recipient 2022 for undergraduate research
- President of Elon DanceWorks
- Orientation Leader for New Student Programs, Returning OL of the year Award 2023
- Member of Kappa Delta

Additional

- Technical Skills: MindBody, DocuSign, Hootsuite, Google Suite, Microsoft 365, iMovie, Premiere Instagram, Zoom
- Certifications: Digital Marketing- Hubspot, Child & Baby First Aid, CPR, AED; PRAXIS Parapro

References

- Chloe Conway, Dance Place Studio Education Manager, ideas@danceplace.org; (540) 623-0513
- David McGraw; Elon Arts Administration Professor; dmcgraw@elon.edu; (336) 278-5622
- Jen Guy Metcalf, Elon Dance Office Assistant Supervisor; jguy@elon.edu; (412) 805-6151
- Karla Petry, Russell School of Ballet Studio Owner; karla@rsbdance.com; (703) 978-5226