

ALISON WALDMAN

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Alison Waldman (she/her) is a movement artist, wellness educator, public speaker, and arts in health innovator. She works in healthcare settings to foster cultures of community building and radical inclusivity to their spaces. She has led and collaborating groundbreaking programs in partnership with hospitals, service organizations, healthcare systems, and the country's top leaders in arts and health.

PROFESSIONAL HISTORY

THE CLINIC PERFORMANCE

2020–PRESENT

Managing Director/Associate Artistic Director
Resiliency Moments Program Manager

Working in close partnership with Exec. Artistic Director Tara Rynders, supported in artistic and organizational direction of The Clinic's arts and play-based offerings for healthcare staff, leadership, systems, and communities through Creative Caregivers, virtual full-day workshops, Resiliency Moments, and Voices of Care.

- Artistic leadership in virtual programs through facilitation, curriculum design, evaluation, and training
- Vetting, hiring, training, and managing of artistic team
- Co-lead team growth including planning and co-facilitation of team retreat; artist trainings and onboarding
- Oversight and managing Program Manager, Project Assistant, and intern
- Managing of the organization's administrative growth in workflow, project management software, templates, and contracts
- Support in strategic planning, roles, and company structure
- Lead on organizational management and growth including CRM, communications strategy, event planning and audience care, website, and social media presence
- Partnership and client relationship management
- Assisting with production on documentaries and other video media
- Facilitation of in-person and virtual workshops alongside artist facilitators

CREATIVE CAREGIVERS WITH ONCOLOGY NURSING FOUNDATION

2021–2022

Co-Director

Created in partnership with The Clinic and led by a registered nurse and professional artists, this engagement guided members of five regional ONS chapters through moments for deep reflection and are designed to build emotional resilience and prevent burnout. Creative Caregivers ran a four-month pilot of monthly engagements for ONS chapters across the United States. The documentary about the process was premiered and presented by Available Wellness and The Clinic at the 2022 ONS Congress in Anaheim, CA (April 2022).

AVAILABLE WELLNESS

2016– PRESENT

Founder & Lead Wellness Facilitator

Independently advising on and facilitating artistic and wellness experiences in healthcare and corporate settings. This include the designing of accessible, innovative movement and mindfulness events at conferences, wellness days, retreats, and office spaces. Each session is customized to the clients' ask and strategic goals and serves the employees, leadership, and/or members.

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- **Healthcare:** Kentucky Nurses Association; CCI Health & Wellness Services; Smith Center for Healing & the Arts – INOVA Schar Artist in Residence Program
- **Corporate & Tech:** HigherLogic; CBRE/Booz | Allen | Hamilton; MakeOffices; WeWork; Undertone; Beacon
- **Community & Non-Profit:** Anne Arundel County Library; AMCHP; Forum for Youth Investment; Halcyon; Montgomery Blair High School
- **Government & Service:** SEIU; Jewish Federations of North America; International Organization for Migration (US IOM); Equal Employment Opportunity Commission – New York State chapter

MILI HEALTH

2020–2021

Advisor and Founding Provider

Worked directly with the physician-founder team to advise on the design of the offerings, patient experience, and how to incorporate their mission of a patient-centered approach centered on empowerment, convenience, and proactiveness. Alison also led Mili's first public virtual event and offered her expertise as a certified oncology yoga instructor.

SIXTH & I HISTORIC SYNAGOGUE

2017–Present

Yoga and Mindfulness Leader

Developed and lead all holiday and Shabbat-themed yoga and mindfulness programs for congregants and community onsite and virtually in partnership with senior and junior rabbis including Shabbat: Exhale the annual programs Firelight Flow; Re-Root and Reboot; Firelight Flow, Purim Upside Down; and Let My People Flow.

GEORGETOWN LOMBARDI ARTS & HUMANITIES PROGRAM (WASHINGTON, DC) Movement Artist-in-Residence

2016–Present

The Georgetown AHP serves the Lombardi Comprehensive Cancer Center and MedStar Georgetown University Hospital (MGUH) and promotes an optimum life experience for patients, family and medical caregivers with events, resources, education and environments that encourage a creative and constructive response to illness.

- **Ready to Move Program:** Lead weekly stretch breaks, weekly adaptive yoga, and mindfulness encounters for patients, providers, and caregivers onsite at MGUH
- **Virtual Classes:** Began and built foundation for free community virtual classes that now reach 15+ countries and hundreds of people directly daily
- **Day of Dance:** Direction and choreography of onsite dance performance, the one of its kind in a hospital space
- **Movement for MS:** Assisted with research and pilot program in partnership with GUMC Dept. of Neurology + University of Florida Center for Arts in Medicine + The Scottish Ballet)

NATIONAL ORGANIZATION FOR ARTS IN HEALTH

2021–Present

Arts for Resilience in Clinicians (ARC) Working Group Member

Worked in partnership with art therapists, health care administrators, arts in health administrators and health care professionals in the working group to build an online platform for the ARC project and collaborate with NOAH leadership to further their initiative to offer resources and support health care facilities to provide innovative, effective programs to patients and health care workers across the country. Served as the editor of the site's blog editor and supported the design of the website.

YOGA AND MEDITATION TEACHER

2018–Present

Develop and lead weekly extra gentle yoga classes customized to welcome people with various mobilities including those with neurological disease, with chronic pain, in injury recovery, post-surgery, and first-time practitioners.

- **Jewish Mindfulness Center of Washington:** Led monthly accessible gentle yoga class and guided meditation for congregants and community members at the Center inside Adas Israel Congregation under the leadership of Rabbi Lauren Holtzblatt.

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- **Shaw Yoga:** Developed and led the studio's only weekly Gentle Yoga and beginner classes, and designed and led a 4-week Yoga 101 workshop for absolute beginners to invite people into the basics of a yoga practice. Also supported the studio's growth efforts through volunteering, student check-in, and cleaning.
- **Georgetown Lombardi Arts & Humanities Program:** Lead weekly onsite 30-minute yoga classes for hospital staff, then the program's longest running virtual class, Extra Gentle Mat and Chair Yoga, a free fully accessible yoga class that is attended weekly by 50-70 people from countries across the globe.
- **Private Lessons:** 1-on-1 and group accessible mat and chair yoga lessons specialized for small groups and individual clients ages 50+ and with chronic illness and/or disability.

DANCE EXCHANGE (TAKOMA PARK, MD) Marketing & Communications Manager

2015-2018

- Managed the organization's marketing strategy for local programming, local and off-site engagements, and residencies including local outreach, advertising, community partnerships, and social media. Campaigns included: 3 bi-annual fundraisers, Two anniversary campaigns, multi-site residencies, Kennedy Center
- Wrote, curated, and designed all e-blasts and lead growth and updates to audience growth strategies including migrating enewsletter to an updated platform, template, audience segmentation and outreach strategy
- Social media, website, and Google Drive account management and growth
- Wrote and disseminated press materials
- Designed all print and web promotional materials
- Advised and contributed to mock-ups and copy for organization's website redesign

MARKETING & DESIGN CONSULTANT (VIRTUAL)

2013-2021

- Consult on and create marketing strategy, website and marketing copy, messaging, design images and materials
- Complete website design and website re-designs for established and emerging projects – Uprooted Dance, Kalanadhi Dance, Jane Franklin Dance, Postcards to the Earth
- Graphic design of promotional images and materials, event invitations, programs, and e-marketing template
- **SPOTLIGHT: GEORGETOWN ARTS & HUMANITIES PROGRAM**
Consulted on strategy for building an e-newsletter from scratch to audience size of 1,200+ with consistent average of 30% open rate, 5% click rate, reach to 15+ countries, and thousands of forwards within 6 months; Led Eventbrite builds and outreach for new virtual classes now attended by hundreds of people across 15+ countries weekly; Copy editing and design finesse of weekly e-news; Produced, directed and edited videos by artist team; Consulted on overall marketing strategy including audience segmentation and insights

SPARKACTION (WASHINGTON, DC/NEW YORK, NY)

2011-2017

Editorial Associate Content Strategy Specialist

- Consulted on and implemented integrated strategy for e-advocacy campaigns: The Opportunity Contest with Jon Bon Jovi (with 1+ million reach); American Express; Annie E. Casey Foundation KIDS COUNT; Raise the Age NY; Partnership for America's Children
- Produced and curated a podcast and written profile series of successful e-advocacy campaigns
- Managed the redesign, user navigation, and population of the field's websites and landing pages of resources and multimedia
- Lead synthesis of design, content organization and distribution newsletters to 38,000 subscribers weekly

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- Managed editorial content for website with 40,000 unique visitors/month and built social media following by 1,400% with no budget
- Wrote, filmed, and edited original content including video
- Initiated and managed relationships with media and collaborators

DENISON MAGAZINE (GRANVILLE, OH)
Editorial Assistant
Contributor

2010–2013

- Freelance writing of short alumni features for the award-winning flagship print publication of Denison University and their website.
- Researched, conducted interviews, and wrote articles for award-winning Denison Magazine
- Conducted archival research

THE AMERICAN DANCE FESTIVAL (DURHAM, NC)
Press Intern

2010

- Collected and archived all online and traditional Festival-related press
- Managed season photographer's schedule and assisted in photo calls
- Coordinated logistics for NEA Arts Journalism conference including travel, housing, and paperwork

COMMUNITY ENGAGEMENT

PANELS AND PRESENTATIONS

- “Creativity for Caregivers” – Oncology Nursing Society National Congress (Anaheim, CA 2022)
- “Crafting Career in the Arts” – Denison University Career Center (Granville, OH 2021)
- “Why we should be dancing with our doctors” – TEDxGreat Mills (Great Mills, MD 2020)
- “Expert Speaker Series: Wellness of Body & Mind” – Montgomery Blair High School (Silver Spring, MD 2020)
- “Dance Presenters and their Visions” (Moderator) – DanceMetroDC DC Dance Summit (Washington, DC 2018)
- “Healthcare & Wellness: A Conversation with Alison Waldman '10” – Denison University Career Center (Granville, OH 2020)
- “On Creativity & Collaboration” – Luce Center for American Art at the Smithsonian American Art Museum (Washington, DC 2015)
- DanceMetroDC Presenter Grant Panel – Dance Metro DC (Washington, DC 2016)

EVENT DIRECTION

- Creative Caregivers (with The Clinic, 2021-22)
- Day of Dance in Healthcare (Georgetown Arts & Humanities Program at MGUH, 2018-2022)
- Awaken: A Self-Care Social (with Woven Psyche + the Lavender Junkie, 2018)
- Duet Roulette: A monthly community interactive improvisation event (Recreative Spaces, 2015)
- Summer Screen series pre-show dance performances (NoMa BID, 2015)

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- Uprising Festival - TASK party (Recreative Spaces, 2016)
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PROFESSIONAL DEVELOPMENT

- National Organization for Arts in Health (NOAH) ARC Working Group (2021-present)
 - University of Maryland Dancers without Borders Symposium (2016)
 - Kennedy Center Arts Summit (2015, 2016)
 - DC Dance Marketing Collective (2016-18)
 - International Arts Leaders Forum - Kennedy Center for the Performing Arts (2014)
 - Co-Chair, DC Dance Co-Op (2014)
 - Arts Advocacy Day (2014)
 - Arts Leaders DC networking group member (2013)
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MEDIA AND PUBLICATIONS

PRESS VIDEO AND FILM FEATURES

- [“Why should we be dancing with our doctors?”](#) – TEDxGreatMills (2020)
- Documentary: [“Creative Caregivers”](#) –Oncology Nursing Foundation, The Clinic Performance (2022)
- [“The Clinic + Kentucky Nurses Association”](#) – The Clinic Performance (2021)
- [Movement for MS Program](#) – Georgetown University Medical Center (2019)
- **Error! Hyperlink reference not valid.** – Denison University Career Center (2020)
- [Expert Speaker Series: Wellness of the Body & Mind](#) – Montgomery Blair High School Counseling Dept (2020)
- [The Importance of Wellness at Work](#) – Higher Effect (2019)

INTERVIEWS

- [Self-care for caregivers at Georgetown](#) – Georgetown Health Magazine (2021)
- [The healing power of breaking barriers](#) – Denison Magazine (2021)
- [Ep 115: Founder builds into the culture of healthcare](#) – I am CEO Podcast (2021)
- [Ep 5: #GetStretched with Alison Waldman](#) – Stretched! Podcast (2021)
- [How to survive sedentary work](#) – The Movement Movement blog (2020)
- *Stretch breaks* – Georgetown Star (2018)
- [Striking a cord, NIH taps the brain to find how music heals](#) – Associated Press, Boston Herald, New York Daily News, Washington Times (2017)

RESEARCH CONTRIBUTIONS

- [Movement for multiple sclerosis: a multi-site partnership for practice and research](#) – Arts & Health Journal (2020)
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ARTISTIC ACCOMPLISHMENTS

ARTISTIC DIRECTION AND CHOREOGRAPHY

- *Seeking, Bonding, Breaking: The Science of Love* (Source Festival, 2015)
- *The Oldest Profession* (Rainbow Theatre Project, 2015)
- DanceAboutDC (Contradiction Dance, 2012-13)
- Artist & Choreographer in Residence (Chatham Hall School, 2011)
- *Norton: The Astonishingly True Story of America's Forgotten Emperor* (Denison University, 2010)

CONTRADICTION DANCE THEATRE

2011-2017

Company Member, Rehearsal Director

NOW (Anacostia Arts Center); *Code Switch* (Anacostia Arts Center); *Objects of Hope: The America Project* (Anacostia Arts Center & tour); *Walk a Mile* (Anacostia Arts Center); *#DanceAboutDC* (Joe's Movement Emporium & tour); *Boundaries* (Joe's Movement Emporium & tour); *Objects of Hope* (Roundhouse Theater); *The Gift* (Roundhouse Theater); *FASHIONVICTIM* (Roundhouse Theater); *The Present* (Roundhouse Theater)

POP-UP AND OTHER PERFORMANCE

2011-2017

Flashmob America (Booz|Allen|Hamilton; DaVita 2018); *Taliesin* (Humble Fire music video, 2017); National Dance Day (Kennedy Center for the Performing Arts, 2016); Kitchen Sink Fest (Dance Place, 2016); State: Trait – Community Mental Health Conversations Through Dance (Hillcrest Children and Family Center, 2016); Jane Franklin Dance – *Blue Moon/Red River* (Capital Fringe Fest 2014); Uprooted Dance– First Fridays Dupont (2013); Cast of Thousands (2012); National Building Museum Honor Award Gala (2011)

PHOTOGRAPHY

- Events: Go Eat Give: Destination Mexico (2015); Sparkle poetry reading (2017); *Slipform* release party (2019)
- Exhibits (2013-17): Lamont Street Collective; Anacostia Arts Center; Potter's House; The Fold; Recreative Spaces

VOLUNTEERING

DC Dept. of Parks & Recreation Communal Farm and Veggie Giveaway Program; DAYBREAKER; Dance Place; Dance Exchange; Go Eat Give; Uprising Festival; Denison University Admissions and Career Center; Operation Paws for Homes; Jewish National Fund

EDUCATION

BACHELOR OF ARTS – COMMUNICATIONS

2006 – 2010

Denison University

Minor in Dance with Contemporary concentration

Study abroad semester: Umbra Institute (Perugia, Italy)

AWARDS & HONORS

Orlando Taylor Paper Award– Denison University Communications Department

Lambda Pi Eta Honor Society

Ugccione Ranieri di Sorbello Award for Excellence in Italian – Umbra Institute

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ACTIVITIES

Independent Study in International Studies; Dance Department office assistant and TA; Creation of DU Tap; Member of Students for Peace

CERTIFICATIONS

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Women's Entrepreneurship (Bank of America Institute at Cornell University)	2020
Oncology Yoga Instruction (yoga4cancer)	2020
Accessible Yoga Instruction (Accessible Yoga)	2019
RYT-200 (yogafit)	2018

ADDITIONAL TRAINING

Intro to Dance for Parkinsons (Dance for PD/Mark Morris Dance Group – Brooklyn, NY)	2017
Trauma Informed Yoga (yogafit)	2017
Introduction to Narrative Medicine (Columbia University – New York, NY)	2017
Gaga Summer Intensive (Batsheva Dance Company – Tel Aviv, Israel)	2015
ProDanza Italia Advanced Training Program (Castiglioncello, Italy)	2009

OTHER TIDBITS

PROFICIENCIES

E-newsletter Platforms and design; Community building; Social media insights; Adobe Photoshop; Basic HTML; Web design (Drupal, WordPress, drag and drop); video editing and production

SKILLS & PERSONAL ACCOMPLISHMENTS

Singing; Ukelele; Two-Time Blue Ribbon Winner (DC State Fair Baking Competition 2019); Casting Finalist – ABC's *The Great American Baking Show* (2020)