

ALISON WALDMAN

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PROFESSIONAL EXPERIENCE

Available Wellness (Washington, DC)

Founder, CEO, Lead Facilitator

2016– Present

Available Wellness advises on and facilitates artistic and wellness experiences in healthcare settings. We work with healthcare leaders to foster cultures of community building and radical inclusivity.

<https://www.available-wellness.com/>

- Projects and Advising: Creative Caregivers; Mili Health, The Clinic Performance; National Organization for Arts in Health (NOAH) Arts for Resilience in Clinicians (ARC) Working Group
- Corporate Wellness Clients: CBRE/Booz|Allen; Sixth & I; WeWork; Jewish Federations of North America
- Design, write, and post all online website and social media content
- TEDx Talk: [Why we should be dancing with our doctors](#) (Sept. 2020)

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. <https://lombardi.georgetown.edu/artsandhumanities/>

- Lead weekly stretch breaks, adaptive yoga, and mindfulness encounters for patients, providers and caregivers onsite at MGUH and virtually.
- Director: Annual Day of Dance – only performance event of its kind in a hospital space. [TEDx talk](#)
- Co-lead: [Movement for MS](#) – research and pilot program in partnership with GUMC Dept. of Neurology
- Assists with communication (see page 2)

Creative Caregivers (Washington, DC/Denver, CO)

Co-Founder, Co-Director

2020– Present

Creative Caregivers leads arts workshops, conversation, and community-building for caregivers to celebrate and reflect upon the resilience of caregivers. Led by a registered nurse professional artist, our engagements guide caregivers through moments for deep reflection. Designed to build emotional resilience and prevent burnout. <https://www.creative-caregivers.com>

The Clinic (Denver, CO)

Resiliency Moments Program Manager

2021 – Present

The Clinic partners socially engaged artists with essential workers through curated, virtual 1:1 art interventions called Resiliency Moments. Alison works in close partnership with Artistic Director Tara Rynders in the implementation of Resiliency Moments across state-wide healthcare systems for essential workers, administrators, and clinicians. <https://www.theclinicperformance.com/resiliency-moments>

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- Artistic leadership in artist and audience feedback, program growth and evolution
- Vetting, hiring, and managing of participating artists
- Coordination with project director, stage manager and partners
- Audience-facing facilitation and contract management

Dance Exchange (Takoma Park, MD)

Marketing & Communications Manager (Consultant)

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 all marketing copy for events and outreach
- Wrote, curated, and designed all e-blasts and lead growth and updates to audience growth strategies including migrating newsletter to an updated platform, template, audience segmentation and outreach strategy
- Created and posted all materials on current social media and starting an Instagram account
- Wrote press releases and managed dissemination of press materials
- Designed all print and web promotional materials
- Managed company website
- Advised and contributed to mock-ups and copy for organization's website redesign

Graphic Designer & Marketing Consultant

2014 – 2021

- Consult on and create marketing strategy, website and marketing copy, messaging, design images and materials for performance art, health and non-profit projects
- Complete website design and website re-designs for established and emerging projects
- Graphic design of promotional images and materials, event invitations, programs, and e-marketing templates
Clients: Uprooted Dance, Kalanadhi Dance, Jane Franklin Dance, Postcards to the Earth,

Client feature: **Georgetown Lombardi Arts & Humanities Program (Washington, DC)**

2017 - Present

- Consulting on strategy for building an e-newsletter from scratch to audience size of ~900 with consistent average of 30% open rate, 5% click rate, reach to 12+ countries, and thousands of forwards within 6 months
- Lead strategy, Eventbrite builds and outreach for new virtual classes now attended by hundreds of people every week
- Copy editing and design finesse of weekly enews
- Producing, directing and editing videos by artist team
- Consulting on overall marketing strategy including audience segmentation and analyzing campaign
- Copy and design edits for website
- Design flyers and posters for onsite events (2017-present)

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SparkAction (Washington, DC/New York, NY)

2011–2017

Content Strategy Specialist

- Provide e-advocacy and communications trainings for non-profit advocacy organizations on children's issues
- Consult on integrated communications strategy for innovative advocacy campaigns to include action alert software, integrated outreach, social media best practices, and general e-communication
- Produce and curate a podcast and written profile series of innovative, successful e-advocacy campaigns
- Manage the redesign, user navigation, and population of the field's websites and landing pages of resources, multimedia, and sharing of expertise
- Clients include: American Express, Annie E. Casey Foundation KIDS COUNT state and local grantees, Raise the Age NY, Forum for Youth Investment, and the Partnership for America's Children.

Editorial Associate

- Create digital advertisements for campaigns and social media
- Lead synthesis of design, content, organization and distribution newsletters to 38,000 subscribers weekly
- Manage editorial content for website with 40,000 unique visitors/month
- Built social media following by 1,400% with no budget
- Provide technical assistance in messaging, social media and campaigns (continuing in present as consultant)
- Implement digital promotion of campaigns with 1 million+ reach
- Write, film and edit original content including social media training blogs, feature news stories, profiles and video
- Initiate and maintain media and collaborative relationships with organizational partners
- Campaigns included: Opportunity Contest with Jon Bon Jovi

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

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Denison Magazine (Granville, OH)

2010-2015

Contributor

- Freelance writing of short alumni features for the award-winning flagship print publication of Denison University and their website.

Editorial Assistant

- Researched, conducted interviews, and wrote articles for award-winning Denison Magazine
- Blog for Denison University and Denison Magazine websites
- Conducted archival and Internet research
- Proof-read magazine spreads

PROFICIENCIES & SKILLS

- Technical: E-newsletter Platforms (MailChimp, Constant Contact, Emma); Planoly; Instagram Insights; Adobe Photoshop; Canva; Drupal; iMovie; Basic HTML; Web Design (SquareSpace, Word Press, Weebly)
- Movement & Yoga Facilitation: RYT-200 Certification, Oncology Yoga certification; Accessible Yoga certification; Dance for PD; Gaga Movement technique
- Other Skills: Graphic design; Public speaking; Dance; Film and stage performance; Video editing and production; Photography

RELEVANT COMMUNITY & VOLUNTEER WORK

- National Organization for Arts in Health (NOAH) Working Group: Arts and Resilience for Clinicians (2021-present)

EDUCATION

Denison University, Bachelor of Arts: Communications
Minor in Dance with Contemporary concentration

2006 – 2010