

ALISON WALDMAN

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UPDATED MARCH 2021

PROFESSIONAL EXPERIENCE

Available Wellness (Washington, DC)

Founder, CEO, Sole Operator

2017 – Present

Available Wellness facilitates adaptive movement and mindfulness experiences in healthcare settings. Our specially designed sessions demystify and democratize wellness practices to empower individuals and communities across age, ability, and levels of entry. <https://www.available-wellness.com/>

- Clients include: MedStar Georgetown University Hospital; CBRE/Booz|Allen; Sixth & I; WeWork, MakeOffices, Jewish Federations of North America
- Design, write, and post all online communications content
- Build, design, editing and management of websites
- TEDx Talk Fall 2020 ([Why we should be dancing with our doctors](#))

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

Freelance Graphic Designer & Marketing Consultant

2014 – 2018

- 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,

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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)

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.

Full Time 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

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- Managed season photographer's schedule and assisted in photo calls
- Coordinated logistics for NEA Arts Journalism conference including travel, housing and paperwork

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)
- Other Skills: Graphic design; Public speaking; Yoga facilitation (RYT-200, Oncology Yoga, Accessible Yoga certified); Dance; Film and stage performance; Video editing and production; Photography

EDUCATION

Denison University, Bachelor of Arts: Communication

2006 – 2010