

Jessica Werfel

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Experience

DANCE ACADEMY OF VIRGINIA

2024-Present

Little Dancer & Camp Coordinator, McLean, VA

- Coordinated 100+ summer camps, quadrupled enrollment across both locations for a holiday camp
- Fostered a welcoming learning environment for 1400+ students by updating the curriculum to promote accessibility and leading trainings on adaptive dance class practices
- Assistant directed the Academy's first full production of the Nutcracker by leading rehearsals, choreographing, coordinating studio schedules and production needs

TIPPI TOES

May 2024-2025

Sales Associate & Operations Administrator, Vienna, VA

- Grew the franchise by bringing dance into preschools; managed the full sales cycle from door-to-door outreach to student enrollment
- Organized weekly scheduling, serving as a liaison between schools and staff
- Trained new teachers on curriculum and classroom management in a school setting

ELON DANCE PROGRAM

August 2020 - May 2024

Office Assistant, Elon, NC

- Organized audition logistics, served on student panels, led campus tours of 25+ prospective families
- 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, 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 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

Education

ELON UNIVERSITY

BFA Dance Performance & Choreography, BA Arts Administration

- Accademia Europea di Firenze Study Abroad Spring 2023
- Summa Cum Laude, Elon Engagement Scholarship Recipient
- Rhoades Grant Recipient 2022 for undergraduate research

Additional

- Technical Skills: MindBody, DocuSign, Hootsuite, Google Suite, Premiere Instagram, Zoom
- Certifications: Adaptive Dance, Digital Marketing- Hubspot, Child & Baby First Aid/ CPR; PRAXIS Parapro

References

- 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