



**NICHELLE
SUZANNE
STRZEPEK**

Digital Content Strategist

nichellesuzanne@gmail.com linkedin.com/nichelledances 254-230-3381 530 Trial Springs Ct. Kingwood, TX 77339

Flexible, resourceful and intuitive, I am a holistic thinker with an eye for detail who enjoys collaborative problem solving and strategy development. I bring the high level of commitment, self-motivation, curiosity and leadership that was nurtured and developed during my years in the performing arts to my work as a communicator and creator of compelling web, print, email and social media content. I have a proven acumen for branding, relationship marketing and the development of voice, as well as the technical skills to implement, coordinate and manage a variety of digital initiatives.

PERSONAL QUALITIES



WORK EXPERIENCE

2017-Present
Rice University,
Alumni Relations
Houston, TX

Web and Social Media Specialist

Described as a consummate team player, I exercise creativity and problem-solving to develop and execute effective and brand-aligned marketing strategy through email and social media with the goal of increasing alumni engagement online and participation in events and initiatives.

2008-Present
Dance Advantage

Owner, Content Manager and Editor

Successfully positioned danceadvantage.net among the most visited dance websites in the U.S., designing, managing, editing and curating all web, email and social media content.

2009-Present:
Freelance
Present: Arts+Culture
Texas, Dance Source
Houston
Past: Rockettes.com,
CultureMap, Dance
Advantage

Writer/Journalist

With a honed awareness of audience, I've crafted snappy blog listicles, insightful Q&As and interviews, and well-researched features for both print and online publication. For their fresh take and application of SEO-friendly journalism, my features at A+C Texas, are among the magazine's most read articles online.

2004-2006 & 2014
Camp Danbee
Peru, MA

Director of Dance

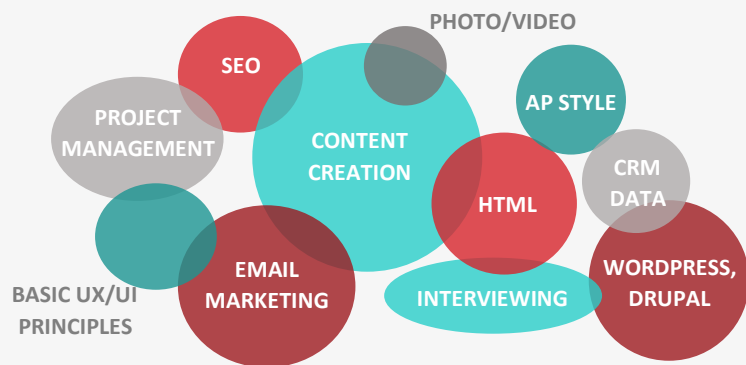
Provided guidance, feedback and mentorship for a team of dance instructors, coordinating team-teaching, field trips and overseeing all dance programming for over 100 campers over four full summers as a key member of the directorial staff.

EDUCATION

1999
Slippery Rock
University of
Pennsylvania

B.A. Dance
Time management
Inventiveness
Teamwork
Discipline
Self-investment
Passion
Commitment
Analysis
Attention to detail
Growth mindset
Receptive to and
ability to give
feedback

PROFESSIONAL SKILLS



REFERENCE

Nancy Wozny
Editor, Arts+Culture Texas
nancy@artsandculturetx.com

Lydia Hance
Director, Frame Dance Productions
lydia.hance@framedance.org

Catherine Tully
Owner/Editor, 4dancers.org
ct@catherineltully.com

SERVICE & HONORS

Marketing Committee Chair, National Dance Week Foundation 2013
Worked with the executive board of this well-established organization to develop and strengthen their brand and social media presence in support of the fundraising projects and goals of NDWF.

Inaugural Board Member, Frame Dance Productions 2012
Provided support for this Houston dance organization in its first year as a 501c3, assisting with fundraising, marketing and the presentation of live dance performance and original film.

Conference Panelist, Dance/USA, national service organization for professional dance 2012
Presented the whats, hows and whys of blogging at this conference to better equip artists and companies for engagement with their audience through digital media.