

NICHELLE SUZANNE STRZEPEK

Digital Content & Communications Specialist

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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

- Adaptable
- Intellectually curious
- Resourceful
- Strong work ethic
- Experienced Leader
- Trustworthy
- Professional
- Collaborative
- Dependable
- Creative
- Tenacious
- Thoughtful & Thorough

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 social media, email and web with the goal of increasing alumni engagement online and participation in events and initiatives.

2008-Present
Dance
Advantage.net

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.

2009-2017:
Freelance
Arts+Culture Texas, Dance
Source Houston,
Rockettes.com,
CultureMap

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.

2000-2016:
Various
Define Dance & Arts,
Lone Star College,
Rowland/Ballard &
more

Dance Educator

Provided guidance, feedback and mentorship for dance students and occasionally fellow teachers, managed and motivated classrooms of all ages, developed lesson plans, curriculum and/or syllabi as required, stayed informed of new methods and practices in the field.

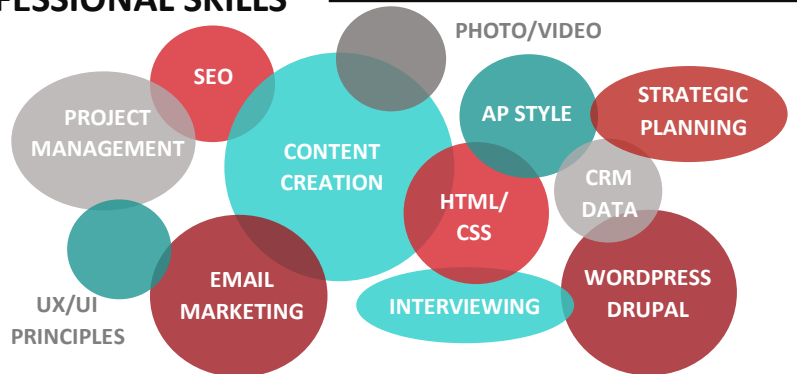
EDUCATION

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

Margot Davis
Former Dir. of Marketing &
Production, Development & Alumni
Relations, Rice University
margot.l.davis@gmail.com

Daniel Ford
Senior Copywriter, Houston Methodist
dford@houstonmethodist.org

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.