

Alejandra Arts

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EDUCATION

Iowa State University May 2021
Bachelor of Arts, Performing Arts Ames, IA
• Minor: Advertising GPA: 3.27/4.0
• Related Coursework: Advertising Principles, Advertising Media Planning, Media Management, Script Analysis, Actor's Voice and Movement, Directing for the Stage, Creative Writing: Playwriting

ARTS ADMINISTRATION EXPERIENCE

City of Dubuque May 2020 – August 2020
Arts & Culture Intern Dubuque, IA
• Interview community artists for inclusion in the Dubuque Creative Economy directory and GIS Cultural Asset Mapping Initiative with a focus on increasing the diversity of artists represented
• Track and review applications for arts grants and city performances with attention to detail and equity
• Maintain website, create social media content, write press releases for web and local newspaper, and photograph/videograph events to ensure community awareness of and access to events

Bell Tower Theatre May 2019 – August 2019
Communications Intern & Acting Camp Instructor Dubuque, IA
• Promote Kids Take the Stage theatre camp via social media, advertising in local media and publications, and interactive assemblies at 11 elementary schools to increase enrollment by 12% over the previous year
• Co-teach two week-long acting classes for children (grades 4-6) to inspire self-expression and lifelong interest in the arts

PERFORMANCES

- Songs for a New World, *Soloist* April 2021
- Having Been, Still Being, *Performer* February 2021
- Sometimes the Rain, Sometimes the Sea, *Cast: Ina* November 2020
- Perform the Protest, *Ensemble* September 2020
- The Wolves, *Cast: #7* March 2020
- Climate Change Theatre Action: Lighting the Way, *Ensemble* October 2019
- One Act Play Festival: She Kills Monsters, *Cast: Vera* May 2019
- It's a Wonderful Life: A Live Radio Play, *Cast: Sally Applewhite (Mary Hatch)* December 2018
- Our Town, *Cast: Lady in Box/Graveyard Singer/Choir* April 2018

LEADERSHIP EXPERIENCE

Sigma Lambda Gamma, Gamma Chapter August 2017 – Present
Communications Chair (May 2020-Present), Member (August 2017-Present) Ames, IA
• Manage all chapter social media channels to promote events and build a cohesive brand of sisterhood
• Develop print and digital materials in Adobe Illustrator to represent our chapter during recruitment

Bridging Opportunities in Leadership and Diversity (BOLD) Learning Community August 2017 – May 2019
Student Success Leader (2018-2019), Member (2017-2018) Ames, IA
• Mentored 32 first-year students of color in an orientation class on adjusting to the college environment
• Referred students to campus resources and built community to increase sense of belonging and resilience

WORK EXPERIENCE

Inspire Cafe Seasonal, May 2015 – Present
Barista and Cashier Dubuque, IA
• Complete cash and credit transactions and craft beverages for customers with a focus on customer satisfaction
• Manage store opening/closing and cleaning with minimal supervision to ensure friendly and sanitary environment

COMMUNICATION & MARKETING SKILLS

- Software: Adobe (Photoshop, Illustrator), Microsoft Office, Google Workspace, Hoot Suite, Mail Chimp, WordPress, Wix
- Social Media Platforms: Facebook, Instagram, Twitter, YouTube, TikTok, Pinterest
- Languages: Spanish (bilingual)