

# Irina Lapteva

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## Mission

I strongly believe in power of the arts to bring people together. In particular, the performing arts and education have always been at the core of my life and a key part of my identity. With nearly 20 years of experience as professional ballerina, educator, choreographer, and nonprofit leader—including two master's degrees, indigenous background and international credentials—I bring a unique combination of artistic excellence, operational expertise, and a lifelong commitment to developing young dancers. Driven by a deep passion and a strong entrepreneurial spirit, I aim to create transformative experiences that resonate with diverse communities and contribute to the enduring success of organizations and artistic excellence.

## Experience

### Executive Director, [Visceral Dance](#)

*2025-Present*

- Spearheaded long-range strategic planning and programming for the 2025–26 season.
- Developed organizational budget aligning programmatic, artistic, and financial goals.
- Recruited, contracted, and onboarded new company dancers, apprentices, faculty, and interns.
- Improved governance by onboarding a new board member, creating committees, and updating handbooks and internal policies.
- Directed all marketing efforts, including strategy, content creation, and oversight of three marketing interns.
- Created digital and print collateral, press releases, newsletters, e-blasts, sponsors, and donor materials.
- Coordinated cross-promotional marketing, updated website content, oversaw video creation for all programs, generated ideas for content creation, sent marketing information for all festivals, and followed contract agreements regarding marketing approvals.
- Oversaw a Visceral Dance company of 10 full-time professional dancers, a robust trainee program, and a wide range of education and outreach programs.
- Designed and launched new donor tiers, annual giving programs, and the Visceral Inner Circle major donor initiative, increasing donor retention and high-value cultivation.
- Negotiated sponsorship agreements, community partners, public school, theaters and other partners to increase organizational visibility and sustainable revenue.
- Managed all outreach programs and connections with more than 200 local public schools.
- Produced major performances at venues including MCA Chicago and Ann Barzel Theater.
- Curated donor events such as open rehearsals, previews, receptions, and a benefit performance.
- Solely oversaw all financial systems: QuickBooks, banking, payroll, and fiscal compliance, including successful FY2024 audit and 990 filing with the support of hired accounting firm.
- Successfully integrated Studio Pro, MindBody, Wix, Pages, Little Green Light, Canva, CupCut, and DocuSign into operations, donor management, marketing, enrollment, and internal communications.

### Managing Director, [CityDance Conservatory](#)

*2018-2024*

- Led curriculum development and scheduling across all levels of the Conservatory, working closely with the Artistic Director to maintain excellence in classical ballet and contemporary dance.

- Supervised and mentored a diverse artistic team of 30+ faculty and staff, including 5 full-time staff members, choreographers, rehearsal directors, accompanists, guest artists, several contractor workers, partners, parent volunteers, interns, and work study rehearsal assistants.
- Oversaw casting and repertory development, coached dancers, choreographed new works, and restaged repertory for major productions.
- Led and managed logistical, administrative work, and day-to-day operations.
- Collaborated and worked closely with the Artistic Director to design and improve programs, schedule and monitor class and rehearsal schedules, and cast and support repertory.
- Efficiently and effectively planned and organized year-round education programs and managed communications with the students and parents.
- Managed and supported hiring a team of around 30 faculty teaching artists, 5 full-time staff members, several contractor workers, guest artists, partners, parent volunteers, interns, work-study teachers, and rehearsal assistants.
- Oversaw contract negotiations, created agreements, and managed payroll and other payments for all classes, rehearsals, workshops, events, intensives, and performances.
- Managed the annual budget of \$2M for year-round programs in coordination with the goals set by CEO and Artistic Director with the Board, created the budget for summer intensives, developed and managed the production budget to ensure efficient use of resources, as well as the budget for all other artistic projects and events.
- Planned and managed summer intensives in multiple locations – around 9 different programs each summer with guest artists and partnering dance companies for different levels of dancers, ages 6 and up.
- Successfully launched a few new summer programs with the Artistic Director and professional national and international dance companies as well as optimized summer intensive auditions and streamlined the enrollment process.
- Oversaw all production aspects from pre-production planning to the final performances.
- Served as Production Head and Stage Manager for all CityDance performances and Galas at Strathmore, Kennedy Center, Atlas Performing Arts Center, and other venues for up to 2K people in the audience for each performance.
- Supported fundraising initiatives and coordinated related events, including the planning and execution of the annual Gala performance and fundraising efforts in collaboration with the Artistic Director, Executive Director, and board members.
- Worked directly with marketing team to review marketing materials and photos, organize photo shoots and video recordings, support implementation of key marketing campaigns, and facilitate cross-functional communication among project stakeholders.
- Successfully launched students support services, such as support for juniors and seniors to get into colleges and dance companies, supported auditions, dance competitions, and student choreography projects.
- Led the organization into a swift transition to online classes via MS Teams during the COVID-19 pandemic with livestreamed performances, that not only kept all the Conservatory students and teachers, but also increased enrollment and after the pandemic brought the Conservatory to top 5% of prestigious Ballet Academies in the US.

**Director of Education Programs, [Brighton Ballet Theater \(BBT\)](#)**

*2010-2018*

- Designed, developed, and managed outreach and education programs at public schools, senior centers, and community centers, engaging annually up to 500 participants directly.

- Coordinated a team of teaching artists, engaged volunteers and parents on the daily basis, while collaborating closely with classroom teachers, school officials, principals, and directors.
- Wrote grant proposals and reports for >\$200K and raised funds for education programs.
- Taught dance classes, staged and choreographed up to one-hour dance shows, and acted as a host and stage manager during the performances.
- Organized performances, lecture demonstrations, and other events, such as the Nutcracker ballet and the Annual Children's Festival "The World of Dance", at public schools and colleges for thousands of students.
- Facilitated the opening of two new branches at the Staten Island Jewish Cultural Center and Snug Harbor, and developed dance programs and managed registration and marketing.
- Created an initiative that promoted dancing for social causes in collaboration with the dance magnet of Intermediate School 228 public school while performing in theaters, schools, and hospitals to raise awareness about cancer among children. Produced and edited a short documentary movie about this initiative, which received the Silver Level Honorable Mention in the 2014 [Speak Truth to Power National Film Competition](#) in partnership with the [American Federation of Teachers](#) and the [Tribeca Festival](#).
- Organized and taught dance and music education programs for children with Autism Spectrum Disorder (ASD) in partnership with [American Autism Association](#).

**Board Member, [Sakha American Diaspora](#)**

2022-present

- Advanced the mission by establishing a network of indigenous peoples from the Sakha Republic, offering support for the preservation of languages, traditions, and spirituality, and promoting these unique cultures through educational and cultural programs in the US.
- Contributed as a team member in organizing the annual Sakha Summer Festival in a New York City park and attracting approximately 250 attendees with music and dance performances, exhibitions, and sports competitions.

**Consultant, Academy of Dance and Creative Arts**

2017

- Designed a new development strategy.
- Created new outreach and education programs that resulted in new grants.
- Assisted with the expansion of local community connections that brought new sponsors.
- Organized the marketing campaign for the premiere of the ballet *Cinderella*.

**Studio Manager, Co-Owner, [Flash Dancing and Ballet School](#)**

2007-2010

- Supported the opening of a new dance studio while designing and teaching dance programs.
- Administrated and coordinated dance classes, created budgets, and collected admission fees.

**Ballet Dancer, [Yakut State Theatre of Opera and Ballet](#)**

2005-2006

- Performed in ballets and operas, including leading roles as Mercedes in *Don Quixote* and Raymonda in *Raymonda*, as well as soloist roles in *Sleeping Beauty* and *Swan Lake*.

## Education

- MA, Arts and Entertainment Industries Leadership, [New York Institute of Technology](#) 2017
- MA, Project Management, [Synergy University](#) 2011
- BA, Operational Management, [Synergy University](#) 2011
- BA, Ballet and Performing Arts, [Poselskaya Yakut Choreographic College](#) 2006

## Training

- **International Programs Internship, [Joffrey Ballet School](#)** 2016
- **Graduate Assistantship, [New York Institute of Technology](#)** 2016
- **Development Internship, [American Ballet Theater](#)** 2016