

Karolina Helena Wysocka

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EXPERIENCE

Small Business Owner, Ballroom Factory Dance Studio, Patchogue NY, USA,
www.ballroomfactory.com, January 2011 to August 2024

STRATEGIC PLANNING & BUSINESS OPERATIONS

- developed business plan, including analysis of regional ballroom-dance industry, competitors and market, which drove the 2011 brick-and-mortar establishment and competitive positioning of the Ballroom Factory as a full-service International and American-style ballroom studio for social and competitive dancers, and as an event space on eastern Long Island, New York.
- conducted semi-annual SWOT and financial evaluation of business to adjust management, operations, and marketing accordingly, resulting in expansion of American-style entrée group classes, addition of country-western dancing for families, elimination of women's exercise classes, etc.
- handled client evaluation and placement, and contract negotiations and payments; developed and implemented class and lesson scope, sequence and schedule to maximize client goals and objectives; conducted training and development of additional staff.
- increased revenue by approximately 10 percent annually in first three years; monitored budgeting, financial reports and accounting; ensured payment of accounts.

PROJECT MANAGEMENT

- used financial and operations annual reports and further market analysis to justify launch of major physical expansion in studio's fourth year, which resulted in a more than doubling of rentable space and a near doubling of revenue within the first post-expansion year.
- worked with landlord, contractor and subcontractors to ensure uninterrupted business operations throughout three-month expansion; procured all furniture, furnishings and equipment required by expansion; completed expansion on time and within budget.

INTEGRATED MARKETING COMMUNICATIONS INCLUDING SOCIAL MEDIA

- developed studio brand to distinguish it as a niche for serious ballroom dancers, empty-nest couples working to enhance their relationships, engaged couples learning their wedding dance, singles attempting to increase their social confidence, and families wanting to have fun.
- managed advertising, direct marketing, sales promotions, and on-line marketing, including handling website, Google AdWords, Facebook, Twitter, YouTube, and other social media, to ensure relevancy, effectiveness and consistency of communications across platforms.
- managed customer relations to ensure communications, trust and engagement, thereby generating increased word-of-mouth marketing and sales within the ballroom-dance community.

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EVENTS COORDINATION & ACCOUNT MANAGEMENT

- planned, scheduled and managed in-studio theme-based and promotional events, ensuring room and A/V set-up, food & beverage catering and service, customer relations, etc.
- promoted the studio and its successful students at outside events and venues, serving as brand point of contact for potential clients and demonstrating studio's customer focus and results-driven services.
- served as account manager for rental space, positioning it as ideal for afternoon family celebrations, daytime meetings, etc., leveraging core business synergy, and ensuring that clients' event needs were met.

EDUCATION & ACADEMIC HONORS

May 2014	Bachelor of Arts, Economics, State University of New York at Stony Brook, Stony Brook NY, USA <ul style="list-style-type: none">• GPA 3.67/4.0• Dean's List: spring 2013, fall 2013, and spring 2014
Dec. 2010	Associate in Arts, Media, Nassau Community College, Garden City NY, USA <ul style="list-style-type: none">• GPA 3.89/4.0• Dean's list: spring 2009, fall 2009, spring 2010, and fall 2010• 2011 recipient, Jessine Monaghan Communications Scholarship• 2011 recipient, AAA/Communications Department Scholarship
June 2007	Certificate of Graduation, Eurythmic, Ryszard Bukowski State Music School (2nd level), Wroclaw, Poland
April 2007	Certificate of Graduation, Julius Slowacki Secondary School no. 9, Wroclaw, Poland

SKILLS

Computer	<ul style="list-style-type: none">• MS Office Suite (Word, Excel & PowerPoint), Access, Publisher, and Outlook• Windows and Mac OS• basic ArcGIS 10.0-10.2
Languages	<ul style="list-style-type: none">• fluent English• native Polish
Dance	<ul style="list-style-type: none">• open amateur International Latin & standard, and American rhythm & smooth
Piano	<ul style="list-style-type: none">• classical repertoire

REFERENCES AVAILABLE UPON REQUEST