



LESLIE ROSE

children's media specialist

BIO

Electronic media professional who's passionate about creating impactful digital content for children that enriches minds, encourages exploration, and provides unforgettable experiences

CONTACT INFORMATION

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Location	Dallas, TX
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SKILLS

Content Creation & Management Microsoft Office Suite, Photoshop, Procreate, Final Cut Pro, Salesforce, Cirrus, Yesware	Web Development HTML5, CSS3, Bootstrap, Node.js, JavaScript, jQuery, Github, MySQL, APIs, JSON, AJAX, Express, React.js
Children's Programming Safety practices, content moderation, script writing, illustration, puppeteering	Social Media Management Facebook, Instagram, Twitter, YouTube, campaign creation, copywriting, community management, customer support

WORK EXPERIENCE

- 2019-20 Girls Who Code • Club Success Specialist**
- Managed relationships with a portfolio of 1000+ instructors, ensuring proper dissemination of successful programming
 - Assisted instructors with setup and execution of club curriculum preparation, programming strategy, coding troubleshooting, student recruitment and retention, and websites
 - Developed and delivered successful outreach campaigns
 - Managed program materials in Salesforce and through the company website's backend
 - Created instructional videos to assist with platform navigation, curriculum, and program implementation
 - Regularly hosted webinars to support instructors nationwide
- 2009-18 KIDZ BOP • Manager of Social Media & Online Community**
- Developed a social media strategy that organically increased the brand's Facebook fan base by 127% in less than 6 months
 - Created, published, and moderated social content across over sixty KIDZ BOP social media accounts, and managed many of these accounts on a daily basis
 - Crafted unique content that elevated brand awareness and external partnerships
 - Worked closely with partners including LEGOLAND, YouTube, LiveNation, Amazon Music, iTunes, DreamWorks' Trolls, Juicy Juice, Furby, SiriusXM, Spotify, The Harlem Globetrotters, Banana Boat, and Build-A-Bear
- 2010-11 Big Thought • Program Manager**
- Designed music curriculum for one of Big Thought's 'Thriving Minds' summer programs
 - Developed and oversaw a children's arts enrichment program at a Dallas Independent School District school, and managed this program's staff
- 2009+ Creator | Puppeteer • Bleeckie Streetie**
- Nominated for a Lone Star EMMY in 2012
 - Projects featured across a variety of platforms and mediums (print, digital, and broadcast) across Texas, hospitals in Florida and Michigan, and museum exhibits in Cincinnati and Arizona

ADDITIONAL RELEVANT EXPERIENCE

- 2017 Game Moderator • Animal Jam**
- 2009-10 Development/Production Intern • Teen Nick & Nickelodeon**
- 2008-10 Domestic Researcher • Sesame Workshop**
- 2008-10 Media Specialist • The Neighborhood School**

EDUCATION

- 2018 Southern Methodist University**
- Full-Stack Web Development Certificate
- 2010 New York University**
- Master of Arts, Children's Media
- 2008 Southern Methodist University**
- Bachelor of Arts, Cinema-Television
 - Bachelor of Arts, Psychology