



Curriculum vitae

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RESIDENCE Italy - Turkey
NATIONALITY United States of America
GENDER Female

DESIRED POSITION Marketing & Sales Manager for Yoga-style and other retreats

Work Experience

Section I - In Order of Relevance to Direct Position

Section II - Additional Event Planning & Copywriting

Section III - Teaching and Other Work in Retreats

Section IV - Continuing Education & Academics

Section I - Marketing & Sales

EMPLOYER/LOCATION **Vocal Academy of Orvieto** (Orvieto & Panicale, Italy)
TYPE OF BUSINESS Cultural & Music Festival, Vocal training academy
Cultural, educational, & tourism
DATES September 2018-Present
POSITION **Marketing & Sales Director, General & Program Director**
RESPONSIBILITIES Responsible for marketing plan and setting marketing budget. Reduced the budget to half in one year after establishing reputation quickly and turning to free publicity and free social media sites. Deal with all incoming inquiries to book. Maintenance and design of website, social media, banners, updates. Publicity, welcoming students and faculty, leading group meals, coordinating activities, concerts, organising and presiding over group activities and rehearsals. The public face of interviews for television and print. Also, general care of interpersonal issues, tending to extenuating circumstances.

EMPLOYER / ADDRESS **University of Arizona**
TYPE OF BUSINESS **University School of Music & Study Abroad Program**
DATES **2017-2018 (summer semester 2018)**
POSITION **Marketing, Program Development, Recruiter, Faculty**
RESPONSIBILITIES In autumn semester 2017, wrote a website to design a new vocal and music program for the "Arizona in Orvieto" study abroad program. I made the rounds in undergraduate classrooms to promote and recruit for the summer study abroad sessions. I also arrived in Italy a month early to find us the requisite instruments, pianists, and coordinated

RESPONSIBILITIES CONT'D with the mayor's office to program concerts and set up venues. I designed concert posters, other publicity, and wrote programs. I handled publicity with local newspapers. Met mayor and arts assessors to introduce our

EMPLOYER / ADDRESS **Moinhos Velhos (Portugal) Health Spa, Yoga, Raw Food, Meditation, & Natural Health Center**
LOCATION
TYPE OF BUSINESS 2012 (high season contracts, 6+ months)
POSITION **Marketing & Guest Services**

- designed promotional & package offers and corresponding flyers and publicity
- Redid all photos of the guest rooms, yoga hall, and property for the website.
- Greeted guests and planned activities, diets with them
- Spoke with potential guests to sell packages
- designed new package stays
- Dealt with guest requests and needs
- Taught courses in "healing through the voice," gentle yogaerobics for fasting, meditation, Feldenkrais, chakra toning, and led an evening of dance based on Biodanza & 5Rhythms.
- Also, sometimes: juicing, food preparation, gardening, general maintenance

EMPLOYER / ADDRESS **Villa la Cassinella** <https://www.villalacassinella.com/>
TYPE OF BUSINESS **Lake Como, Lenno, Italy**
CONTRACT POSITION **High end, full concierge, all inclusive private villa**
TITLE **Assistant to the director, guest relations, private tour or personal guide, activities planner, translator**
RESPONSIBILITIES Worked directly with guests and director to coordinate all activities, requests. Was a personal tour guide, translated on tours, helped plan and schedule activities. Dealt with guest requests and complaints. Toured the lake with guests and organised on-demand entertainment. Translated legal documents and booked contractors. Guest relations. Personally dealt with any problems that arose between employees and/or guests.

EMPLOYER / ADDRESS **Pan Operafestival Panicale: 2020 and ongoing.**
TYPE OF BUSINESS **Longstanding opera festival.**
DATES **September 2020 and annual**
CONTRACT POSITION **Assistant to the Founder**
RESPONSIBILITIES General festival organization, public relations, marketing, ticketing, bureaucratic, other. Some social media maintenance.

EMPLOYER / ADDRESS	Reputation.com (formerly named Reputation Defender)
TYPE OF BUSINESS	Online reputation management company, internet privacy
DATES	2007-2008
POSITION	Senior Copywriter promoted to Consultant (included work on
RESPONSIBILITIES	Sales Team)

Wrote content for websites, helped with branding for clients, developed strategies to help clients manage their online reputation. Coordinated with website builders to establish theme and concept, located photos. As consultant completed a sizeable project writing a business white paper to found an international business organization. Spent 2 days a week on the sales team and scored high.

Section II - Event Planning, Large Events

2008-present – Copywriting & Website making for select clients especially in alternative health, spiritual centres, and cuisine

(Please ask for samples of work). Following my work at **reputation.com** (I only left this job because as the company quadrupled in size, my work went from being personal and creative to revolving around the newer automated software of the company) I was referred many clients who needed help redefining their online reputation. Because my company ceased to reconstruct websites and search results for clients, I was referred many people whom my company knew to be in alignment with my interests and spirituality.

2008-present – Planning of large musical and cultural events at

such venues as: Mitzpe Alummot Raw Food Detox Spa in Israel (a series of community music and talent concerts and shows during my 3-month guest artist stay there), St. Peter's Episcopal Church in Redwood City, CA, as director of the Tucson Desert Camerata, for the University of Arizona study abroad in Italy program, for the Vocal Academy of Orvieto, for other music festivals, at occasional restaurants such as Maggiano's in downtown Chicago.

Event Planner: Stanford University Committee of the International Gala– 2006 & 2007 Galas.

Programmed and ran a performance with over 12 acts, 75 performers, and an attendance of 1,200 people, together with one other person. Made aesthetic decisions about the stage design, lighting, decorations, seating layout. Coordinated the show during the performance. Raised funds through negotiation with various campus offices and outside sponsors. Wrote most formal emails to market the event and raise money.

Event Programmer and Director: Stanford University 2006

International Week at Bechtel. "Songs of Spring and Homecoming"

Planned a performance of international music at Bechtel International Center's "International Week."

Event Planner and Director: Stanford University 2006 (Department of Music), Journey to the Holidays, A Christmas Concert. 2006

Section III - Teaching and Other Work in Retreats

To date I have had visiting healer, guest artist/faculty, or adjunct/lecturer positions in the following places:

LifeCo (Turkey) - A Yoga, Raw Food, & Detox Spa

Moinhos Velhos (Portugal) - A Yoga, Raw Food, & Detox Centre

Mitspe Alummot (Israel) - A Spa for Raw Food & Juice Detox

Centro d'Ompio (Italy) - An Institute for Human Development & Creative Exploration

The Vocal Academy of Orvieto (Italy) - A music festival and training program for opera singers

Stanford University (Music Department & Graduate Humanities Division)

San Jose State University (Music & Musical Theatre)

The University of Arizona (Music - Study Abroad)

The University of Utah (School of Music)

California State University (Northridge)

The Center School of Music (Chicago)

Subjects taught were the Feldenkrais Technique, yoga meets Feldenkrais, chakra toning, dancing improvisation (a la 5 rhythms and ecstatic dance), and also, work as a voice teacher and teacher of stagecraft for opera and music theatre.

Also, in every retreat centre I've worked at (Esalen in Big Sur not listed because I did not teach there, I worked the front desk, primarily), I participated in community life very willingly, that was often the point of why I went to teach or work in those places. This meant I participated in cooking, hospitality, cleaning, gardening, animal care, and at Mitspe Alummot and Moinhos Velhos, I also made hundreds of flower arrangements for the dining halls and yoga studios. Moinhos Velhos was in particular a real work of art, I still have photos from there.

Continuing Education and "Academic"

Stanford University

2006-2008

AM (Arts Masters): Master of Arts (Common Title)

Italian Literature, Division of Humanities

Grants & Scholarships for teaching at Stanford (2 new courses with original content), and for performances overseas (Chamber music and opera soloist at a festival in Ripatransone, Le Marche, Italy).

University of Utah

MM (Master of Music)

Voice, Opera, Stage Performance, Diction, Pedagogy

Full scholarship and stipend awarded

Teaching fellowship.

Shepherd School of Music, Rice University

BA (Bachelor of Arts in Music)

Music, Voice Performance, Opera

Vocal Performance and Opera, Music Theory & History, Aural Skills, complete liberal arts education.

English (Native) , Italian (C2-Advanced)

German Early Intermediate, Basic Spanish

Feldenkrais Teacher's Training Turin, Italy 2009-10 2 years. for teaching group classes in focus, concentration, neuro-plasticity, posture, better body alignment, and self awareness for speech, expression, and optimal performance.

Esalen Institute, Big Sur, California work-scholar program. Training course with Peter Meyers in freeing the mind and body in preparation for spontaneous expression and interaction on stage. **"Public speaking and improvisation"** with Peter Meyers.

Regular yoga classes and workshops (also at the other retreats I worked at, yoga was a daily part of life)

Conscious eating program, HG Naturklinik, Germany 2012 A course in nutrition, digestion, fasting, and diet.

Optimum Health Institute, San Diego, California 2007 3 week course completion certificate indicating attendance at over 30 classes in such topics as fasting, meditation, yoga, diet and health, relaxation techniques, visualization for work, health, and performance, yoga, exercise, lifestyle, personal psychology.