

Jeffrey Rigonan Pelayo

Choreographer - Director - Fashion Designer

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PROFESSIONAL BACKGROUND

Pelayo Prophecy

Founder, Fashion Designer, & Creative Director

New York, NY

November 2022-Current

- Design and execute a 12-look fashion show, contacting international vendors and manufacturers, and sourcing fabrics/materials
- Cast models, script and schedule interviews, hold fittings, perfect walks, plan photoshoots, and brainstorm marketing ideas
- Choreograph the procession of the models' runway within the church, coordinating with the light, sound, and live stream teams to ensure a seamless presentation
- Recruit and direct a film crew to create a 3-part documentary on the process of creating my debut fashion show in a church

The Lab New York Fashion Week

Production Coordinator & Public Relations Assistant

New York, NY

September 2022-February 2023

- Managed media and press coverage for The Lab fashion shows and moderated guest lists, seating, and celebrity reservations
- Spearheaded set design, reset venue with quick turnaround time, and designated tasks to fashion stylists, dressers, and assistants
- Worked directly under 27 designers, their assistants, and the show producer to execute 15 fashion shows for over 3,000 guests

Seattle Prep Drama / Seattle Prep Pulse

Assistant Director, Choreographer, Dance Coach, & Teacher

Seattle, WA

July 2021-June 2022

- Casted, directed, and choreographed actors for theater productions, essentially improving ticket sales by 60%
- Choreographed the dance team for sporting events and assemblies, specializing in hip hop, contemporary, and jazz styles
- Led acting workshops for *SpongeBob: The Musical* and *The Imaginary Invalid*, seeing growth in all 65 actors of the drama program
- Created and built complex, intriguing characters, utilizing my skill sets in costume design, dance formation, and art history
- Observed and assisted the costume designer in preparing complete designs, concepts, and specifications for production costumes
- Supervised the load-in, installation, technical rehearsals, and cast stage rehearsals, as well as running last minute errands, sewing costume pieces, and organizing props
- Collaborated with director and stage management to ensure rehearsals have all necessary elements needed
- Strategized to overcome multiple Covid barriers by transitioning our Martin Luther King, Jr. and Black Trans Power performance from a live assembly to a video within 2 days notice
- Taught acting, theater, and video production classes to students ages 13-18, introducing the foundations of comedy, drama, cinema, and production
- Reviewed original scripts and monologues, looking for places of improvement and ways to implement my choreography

The Wendy Williams Show

Production Intern

New York, NY

May 2019-August 2019

- Operated the casting of 130 audience members for interviews, segments and off-site shooting
- Managed celebrity/influencer scripts, analyzed news, and pitched stories with executive producers and managing producer
- Worked directly with the editors and edit assists supported by senior members of the production team

King Kong Magazine

Freelance Stylist Assistant

New York, NY

August 2023

- Styled 12 models for 24 editorial shoots for the 2023 Americana issue and gave creative advice to hair, makeup, and production
- Coordinated pick-ups and drop-offs with the PR teams of designer brands, including Thom Browne, Moschino, Gucci, and Dion Lee

Mondani New York

Social Media/Photography Assistant

New York, NY

May 2018-Aug 2018

- Directed and styled photoshoots with the Mondani creative team to create 28 ads for Zac Posen, London Fog and Mondani
- Revamped website and social media channels, like Facebook & Instagram, essentially increasing audience engagement by 300%
- Proposed and executed 14 highly engaging design ideas that reflected millennial pop-culture & consumer trends, thus successfully translating the needs of the brands into high quality output through a detailed understanding of the requirements of the platforms
- Assisted the Creative Director and designers in preparing presentation boards with illustrations, fabrication, and garment samples

Elysewalker

Stylist Assistant & Stock Associate

New York, NY

November 2022-August 2023

- Styled clients using exceptional knowledge of designer in-store product, focusing on customer service and genuine relationships
- Received and displayed 7,000+ new merchandise, processed invoices and transfers, and maintained upkeep of the stock rooms
- Analyzed look books at brand meetings to further understand the story of new product coming in for the upcoming season

WFUV Public Radio

Supervising Videographer

Bronx, NY

Oct 2017-May 2021

- Filmed and edited 58 musical performances, using DSLR cameras and Adobe Premiere / Final Cut Pro
- Led performance video and photographs creative strategy, resulting in an increase of 243K views on WFUV's YouTube channel
- Acquired materials needed by producers for promotional projects, including graphics, music, source footage, and show descriptions
- Scheduled edit sessions with interns and supervised audio mixes with production team

Fordham University Office of Residential Life

Resident Assistant

Bronx, NY

Aug 2018-May 2021

- Maintained schedules, calendars, calls, e-mails, and meetings for the resident director considering the personal needs of 366 residents
- Organized travel, expense reports, and meeting venues, resulting in the increase of program attendance by 1400%
- Managed contracts and orientation day projects to make the check-in processes easier for both residents and resident assistants

“Get Him Back” Dance Classes

New York, NY

Choreographer & Dance Teacher

September 2023-Current

- Teach progressive lessons in hip hop, vogue, and street jazz to beginner and advanced dancers of various levels and backgrounds
- Create an all-inclusive and supportive learning environment for all dancers, focusing on community, encouragement, and confidence

EDUCATION

Fordham University, Directing & Screenwriting Courses/Fashion Design & PR Courses

Bronx, NY

Bachelor of Arts, Film & Television Studies; Minor in Fashion Studies

Graduated May 2021

GPA: 3.80 – Magna Cum Laude

- Created croquis and a 42-look collection inspired by Gen Z punk fashion & the Netflix series *Chilling Adventures of Sabrina*
- Shadowed Tony-winning costume designer Clint Ramos and designed my own collection for the play *Men on Boats*, inspired by 1970s counterculture, cartoons, and camp
- Analyzed examples of innovative TV series and classic films to produce professional-level scripts, receiving “top rate” reviews from professional screenwriter, Jim Jennewein, and award-winning filmmaker, Richard Wormser
- Wrote spec scripts for *Jane the Virgin* and submitted my own horror pilot to the BloodList competition

CLUBS & ORGANIZATIONS

Mode Fashion & Lifestyle Magazine

Bronx, NY

Editor in Chief

May 2020-May 2021

- Designed a 60-page fashion and culture magazine every semester, using Photoshop & InDesign, increasing readership by 68%
- Spearheaded 120 writers, photographers, copywriters, & models in executing our cybercore and Black Lives Matter issues

DanceWorks New York

New York, NY

Choreographer

June 2022-Current

- Mix music and direct a 3-minute piece performance with formations and costumes, holding rehearsals every week
- Create formations, using my knowledge of hip hop, competition, jazz, ballroom, and contemporary styles

FUPAC (Fordham University Philippine-American Club)

Bronx, NY

Cultural Director

August 2017-May 2021

- Competed in the Mr. Philippines 2019 pageant, writing, casting, set-designing, and costume-designing my own walk, cultural performance and musical for the talent portion, essentially winning the official title of Mr. Philippines 2019
- Choreograph cultural dances, such as Tinikling, to teach at school-held fundraisers and affinity group events
- Mentored 5 pageant contestants in the Mr. and Ms. Philippines competitions, discussing important issues in the Filipino community

Mimes & Mummers Theater Group

Bronx, NY

Choreographer

August 2020-May 2021

- Directed 8 dance numbers for the Fall virtual production of *Spring Awakening*, working with songs that ranged from 2 actors to 35
- Pieced together large dance numbers using applications such as iMovie during the pandemic to reach wider audience outreach

ACHIEVEMENTS & AWARDS

Taco Bell Live Más Scholar, *Taco Bell Foundation*

2019-2020

Mr. Philippines, *Columbia Liga Filipina & New York University International Filipino Association Pageant*

2019

Resident Assistant of the Year, *Fordham University*

2020

Senior Leadership Award, *Fordham University*

2021

Dean’s List, *Fordham University*

2017-2021

Top Salesman for Anniversary Sale Kids Wear, *Nordstrom*

2017

SKILLS & INTERESTS

Skills: Directing, choreography, fashion design, sewing, social media, strong interpersonal/human relations, leadership, problem-solving, critical thinking skills, attention to detail, creative thinking, organization skills, collaborating

Software: Microsoft Office Suite - Excel, PowerPoint, Word, Outlook (Advanced), Google Suite (Advanced), Adobe Photoshop/Illustrator (Advanced), Adobe InDesign (Advanced), Adobe Premiere (Advanced), Final Cut Pro (Advanced), Keynote (Advanced), GarageBand (Advanced)

Equipment: Stage lighting, gimbals, shoulder steady cams, audio mixers, boom microphones, DSLR cameras