

ELIZABETH HAARSGAARD

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EDUCATION

Wake Forest University (WFU)

Winston-Salem, NC, May 2024

Bachelor of Arts in Communication; Minor in Entrepreneurship

Concentration in Integrated Communication Strategies

International Study: Universitat Autònoma de Barcelona, Fall 2022

University of Pennsylvania

Philadelphia, PA, 6/2022-8/2022

Understanding the Brain: Using Neuroscience to Deliver Better Business Results

Fiorello H. LaGuardia High School of Music & Art & the Performing Arts

New York, New York, 09/2016-07/2020

PROFESSIONAL EXPERIENCE

Purple PR, Fashion PR Intern

New York, NY, 05/2023 – 08/2023

- Supported account executives with daily PR tasks including: pitching initiatives, creating reports for luxury brands, media monitoring for press coverage, media research, and updating contact lists and media databases
- Researched and designed look books to increase client's awareness of competing brands
- Managed sample trafficking, coordinating sample loans, and send outs for clients through domestic and international shipments via LaunchMetrics

The GAARD Group, Social Media Content Creator & Production Assistant

New York, NY, 05/2021 – 08/2022

- Created social media assets for clients including: Meta, Cisco, and Teladoc Health
- Assisted in development of social media strategy with GAARD Team, Victory PR and overseas external editing team
- Managed offshore editorial video content of client teasers to generate program interest and increase employee engagement with 15-90 second clips for LinkedIn, Instagram, and Facebook
- Managed multiple, international editorial projects simultaneously, providing conceptual feedback and translation support to produce online video leadership courses for consumer and corporate clients

OrangeTheory Fitness, Sales Associate

Brooklyn, NY, 05/2021 – 08/2021

- Exceeded sales targets by 30%, included package offerings, new memberships, membership renewals, retail, and maximizing workout traffic
- Tracked purchases, new member agreements, classes taken, client milestones and key performance metrics to provide fitness growth data via MindBody sales system

LEADERSHIP EXPERIENCE

Best Buddies (WFU), Member

Winston-Salem, NC, 8/2021 – Present

- Formed one-on-one connections with disabled children to help support their emotional and developmental needs
- Organized and procured items for fundraising events on campus to increase club exposure and budget

Wake Forest University Dance Company, Selected Member

Winston-Salem, NC, 9/2022 – Present

- Rehearsed weekly to learn, refine, and perform choreography for on and off campus showcasings and concerts
- Collaborated with a team of 10 dancers to ensure technical accuracy while performing in front of 200+ attendees

ADDITIONAL PROFICIENCIES AND SKILLS

Technical Experience: Proficient in Microsoft Word, Excel, PowerPoint; Adobe Photoshop, Canva, LaunchMetrics

Language: Working knowledge in Spanish (oral and written)

Performance Experience: New York City Ballet, Ballerina/Performer/Model

New York, NY, 11/2012 – 09/2016

- Performed in over 150 productions with NYC Ballet. Performances included: The Nutcracker, Coppelia, Union Jack, The Sleeping Beauty, Midsummer Night's Dream and Swan Lake
- Completed 360+ hours per season of rehearsal and stage placement balanced with academic schedule
- Featured in PBS's Live from Lincoln Center (2011) and George Balanchine's The Nutcracker Movie (2012)
- Trained for five summers at the Paris Opera Ballet School Summer Intensive in Paris, France
- Awarded the Friends of the Paris Opera Ballet Scholarship