

Sophie Lai

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EDUCATION

New York University, Tisch School of the Arts

Bachelor of Fine Arts in Dance

Minor: Business of Entertainment, Media and Technology

Minor: Social and Cultural Analysis

GPA: 3.79/4.00

New York, NY

September 2019- May 2022

Salzburg Experimental Academy of Dance

NYU Tisch Dance Study Abroad Program

Salzburg, Austria

Jun-Jul 22

EXPERIENCE

Artichoke Dance Company

Social Media Marketing Internship

- Managed Instagram and Facebook Account: Creating four feed posts a week, spending ~20 minutes a week on the profile engaging with other accounts
- Coordinated Month long Marketing Campaign for upcoming Dance Showcase by creating various Dance Video Reels using Adobe Premiere Pro
- Built and Developed an Email Blast sent out to company's subscribers, highlighting upcoming events and launching my own research based Blog post
- Logged weekly Social Media analytics of public engagement, website visits, and public outreach, increasing account engagement by (+104%)

New York, NY

Sep-Dec 2022

VXN Workout NYC

Social Media Manager Internship

- Managed Social Media content calendar and growth plan, scheduling 4 Instagram posts and 5 Instagram stories a week
- Developed creative content using Canva and Cap Cut to boost public engagement through Social Media Presence and push followers to sign up for upcoming classes

New York, NY

Sep-Dec 2022

The Ballet Conservatory of Dance

Substitute Teaching Instructor

- Taught various classes including Jazz, Technique, Acro and Contemporary to various age groups

Tucson, AZ

2022-Present

Dance Force 1

Substitute Teaching Instructor

- Taught various classes including Ballet, Jazz, Hip Hop, Tap, Contemporary to various age groups

Tucson, AZ

2022-Present

ACTIVITIES

Lead Role in VR Film - *Scars and Voices*

- *Directed by Andres Ramirez, Dancing and Acting Role*

New York, NY

Dec-21

Choreographed and facilitated local dancers for PSA Support Video for Victims of Violence

Choreographed, Directed and Performed in Dance Film

- *The Performativity of Disgust* - centered around ways to reimagine societal beauty standards

Tucson, AZ

New York, NY

Jun-20

NOD Training Program, Creative Process

- *Participated and performed in two 5-week creative processes with renowned choreographers including Emilie Leriche and Astrid Boons*

Turin, Italy

Jan-Mar 23

TRAINING

Nuova Officina Della Danza

Professional Contemporary Dance Training Program, directed by Tom Weinberger & Silvana Ranaudo

- Participated in ICD Program and Nuova X Program

Turin, Italy

Jan-Mar 23

B12 Contemporary Dance Festival

Contemporary Dance Festival, workshops with Laja Field and Fabian Wixe

Berlin, Germany

Jul-22

Orsalina 28 Dance Intensive Art Foundation

- Trained and Performed Crystal Pite Repertoire from Sandra Marin and Jiri Pokorny

Moncalvo, Italy

Jul-22

WADE Dance Hub

NYU Study Abroad Program Directed by Giada Matterini

- Performed in WADE Dance Festival, focused on combining performing arts and social activism

Agropoli, Italy

Aug-22

SKILLS

Dance Teaching (Ballet, Contemporary, Jazz, Hip Hop, Acrobatics, Improvisation) ~ Dance Choreography

Social Media Management: Proficient in Excel, Canva, Photoshop, Vertical Response, Power Point, Meta Business Suite

Video Editing: iMovie, Adobe Premiere Pro, Cap Cut, Tik Tok

Dancing ~ Acting ~ Singing