

ESERA

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PROFESSIONAL HIGHLIGHTS

- One of a 5-person team responsible for major PR overhaul for Utah Pride Center in 2024
- Increased monthly subscriptions for a large MLM by 25% in just 6 months in 2020
- Created curriculum as a UVU music student and was hired as a professor to teach it in 2023
- Filled in last minute key roles for 2 major Real Housewives events for Heather Gay in 2022

PROFESSIONAL EXPERIENCE

ENGAGEMENT COORDINATOR, UTAH PRIDE CENTER [CURRENT]

Builds and repairs relationships with other nonprofits and community stakeholders via online and in-person engagement. Manages social media. Event planner, content creator, and educator regarding LGBTQ+ issues. Serves as Volunteer/Staffing Director for Utah Pride and its 500 volunteers.

ADJUNCT PROFESSOR, UTAH VALLEY UNIVERSITY [CURRENT]

Create & teach curriculum for commercial ensemble classes; Coordinate live performances with school venues. Prepare and deliver weekly lectures on the history and modern acceptance of 'Soul' music and other popular American styles influenced by Black, Brown, and Queer cultures.

SALES & SERVICE MANAGER, SEPHORA [2023-2024]

Managed & trained staff and licensed beauticians; Coordinated in-store events with outside vendors; Tracked vital KPI's to strategize sales growth and employee development.

COMMUNICATIONS SPECIALIST, Q SCIENCES [2019-2023]

Created engaging content for online audiences. Wrote and proofed copy for business and marketing materials; Created and delivered keynote presentations; Hosted live news on company socials and conducted interviews for company blogs.

LEADERSHIP ACCOUNT MANAGER, YOUNG LIVING [2016-2019]

Lead teams of customer service agents. Developed and taught weekly and monthly training modules. Traveled to clients for conventions and special events. Tracked KPI's and hired customer service agents.

CRUISE SHIP ENTERTAINER, HOLLAND AMERICA & ROYAL CARIBBEAN [2010-2015]

Created and performed live shows for guests as principal singer and dancer. Designed stage plots, wrote tech riders, coached dancers and musicians, and hosted live game shows and dinner events.

EDUCATION

BACHELOR OF MUSIC - COMMERCIAL MUSIC, UTAH VALLEY UNIVERSITY – MAY 2023