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# Briana Winker Moulden

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## EXPERIENCE

### **Know Advertising, Remote-** *Digital Marketing Coordinator*

December 2021 - PRESENT

- Responsible for taking content from the creative departments and placing content where they belong digitally (social media, websites, emails, etc.)
- Envisioning and developing marketing campaigns for a variety of client industries; focused on brand and product marketing
- Website development and maintenance.

### **Bumble Bree Embroidery, Statesboro-** *Small Business Owner*

May 2020 - December 2021

Own and solely operate a successful embroidery business through Etsy.

- Creating written and visual content, including merchandise photography.
- Marketing responsibilities, such as strategically buying ads on several social media platforms as well as digital marketing creation.
- Responsible for all administrative duties; bookkeeping, stock sheets, tax forms, inventory purchases, etc.

### **Piedmont School of Music and Dance, Charlotte-** *Administrative and Marketing Manager*

August 2018 - May 2020

As an Administrative Manager at an educational performing arts institution, my responsibilities covered a wide range. From day-to-day operations of the business to website development and running social media.

- Administrative duties of registration, financial records, managing company correspondents, editorial duties for all company correspondence and content.
- Communication responsibilities, company correspondents, and PR duties.
- Manage the company's social media, all sides of content creation.

### **Piedmont School of Music and Dance, Charlotte-** *Dance Instructor*

August 2018 - January 2021

- Teaching and planning classes from age 3-19. Ballet, pointe, jazz, contemporary, and modern.
- Choreographing recital pieces
- Choreographing/setting and rehearsing productions: Cinderella, Gisselle, Coppelia, Nutcracker, Le Corsaire, La Bayadere

### **Indiana Ballet Conservatory-** *Dance Instructor (Part-Time)*

August 2016-May 2018

- Responsible for weekly ballet, pointe, and contemporary classes for the second company (18-22-year-olds)
- Guest Choreographer

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**Nashville Ballet, Nashville Ballet- Second Company Dancer**

August 2015-May 2016

Second Company member during my senior year of high school at Nashville Ballet. Responsibilities included performing in all major productions.

**Piedmont School of Music and Dance, Charlotte- Assistant Dance Instructor (Part-Time)**

August 2014 - August 2016

Assistant Dance instructor throughout my high school education.

## EDUCATION

**Northern Kentucky University, Highland Heights- *Psychology and Health Science***

*Summa Cum Laude Graduate*

May 2019 - December 2020

**Butler University, Indianapolis- *Dance Performance***

August 2016 - May 2019

Studied dance performance at Butler University. Included the study of dance theory and history, choreography, as well as music theory and history. Performed in 4 major productions a year including the opportunity to work with the Balanchine Trust, and major ballet productions including Giselle, Sleeping Beauty, Cinderella, The Nutcracker, and many original works.

## AFFILIATIONS

**National Honors Society of Leadership and Success-*Northern Kentucky University***

2018 - Present

**Movement Exchange at Butler University-*Vice President***

Dance Education for children in poverty.

2016 - 2018

## SKILLS

- Skilled in WordPress website creation and maintenance.
- Expert in social media platforms, new and old.
- Project Management
- Marketing Analytics
- SEO expertise
- HTML and CSS Coding
- UX Design
- Marketing Campaign Management, specifically digital marketing, paid ads, etc.
  - Hootsuite, FB Manager
- Skilled in basic Graphic Design; Adobe, Canva, etc
- Experienced in MailChimp

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