



nina jane patel

Relevant Work Experience:

Ballet BC

August 2015-present

outreach project manager

- Maintain the project schedule in accordance to project proposal
- Define, plan, track, adjust, and report on progress of the project
- Track and report risks, issues, and accomplishments
- Facilitate group movement experience
- Identify issues and risks impacting the on-time delivery of the project
- Develop and execute additional potential projects as per Ballet BC's mandate
- Track and report project budget and associated variance
- Lead and manage project team in collaboration with Covenant House

Atomic Cartoons

September 2014-February 2015

Choreographer for “**Nico Can Dance**” airing on [BBC Kids](#) & [Knowledge Kids](#)

- Created choreography for animated children's television program that encourages physical exercise and self-expression through movement.

lululemon/ivivva

January 2014-July 2015

marketing/community leader

- Created, implemented and led successful community events
- Collaborated with local mentors to inspire our community members
- Implemented a lead generating monthly e-newsletter strategy
- Implemented online community database strategy
- Managed social media platforms; Facebook, instagram
- Co-led & inspired the team to reach and exceed sales plans
- Sweat dates, yoga, fun and being part of a team with inspiring, beautiful people
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webidiotz

May 2008-December 2014 – Winnipeg

managing director

- point of contact for small-medium local businesses
- created a relationship to develop and understand the essence of the business in order to co-create a website that best suits their needs
- client love! listened to their needs and ensured they were happy with our services
- managed online web presence including:
- website design & development,
- social media strategy; Facebook, instagram, YouTube, vimeo, twitter



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- blog/website – platforms such as wordpress, tumblr, squarespace, strikingly and wix
- SEO/SEM – including organic SEO (content/keywords) and SEM(pay-per-clicks, adwords) & Google analytics,
- E-newsletter campaigns – platforms including mailchimp, madmimi, constant contact & magento
- Knowledge of and implementation of lead generation landing page and click through landing page
- Ecommerce inventory management (magento)
- AOV strategies (free shipping thresholds, cross-selling & product bundling)
- analysis of CPA across multiple channels (direct mail, SEO, pay per click, radio, tv)
- calculating CLV and (when necessary) improve average order value (AOV) and repeat purchase rate (RPR) to ensure a ROI

The Lime Project Dance Company

2008-2013 Winnipeg

director (*non-profit arts organization*)

- Develop, implement and evaluate the annual communications plan across the network's discreet audiences, in collaboration with the artistic team and board.
- Generated online content, including social media, website, newsletters and blogs
- Created and nurtured relationships with local communities to create partnerships and collaboration opportunities.
- Put communications in place to create awareness and generate traffic, with key measurable such as Google analytics, adwords, keyword content strategies (SEO) and social media marketing (SMO) test the effectiveness of communications activities
- Managed the development, distribution and maintenance of all print and electronic collateral, including, programs, newsletters, brochures, and grant applications.
- Coordinated website maintenance - ensure that new and consistent information (article links, stories, social media and events) were posted regularly.
- Managed all media contacts including press releases, television interviews, radio spots and newspaper articles.

Canada's Royal Winnipeg Ballet

2013

Contemporary dance teacher

- responsible for high level of contemporary dance training for pre-professional dancers
- created syllabus and lesson plans
- reported to the school principal providing input on student progress



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National Health Service

2006-2007 – London UK

dance movement therapist

- working for England's National Health Service at mental health units in the community
- facilitating movement groups for people with mental health issues such as depression, schizophrenia, bi-polar disorder, eating disorders in addition to adhd and autism.

Winnipeg's Contemporary Dancers

1999-2003

Dancer

- responsible for bringing choreographers artistic vision to life
- artistic collaboration and understanding significance of movement vocabulary
- expert in contemporary dance

Relevant Volunteer Experience:

Every Child Will Dance

2014-present

- founder of non-profit organization where dance facilitators provide access to dance for children in need.

Better Homes For Everyone

2014-present

- organized events to raise money and awareness for homelessness in Vancouver

Kid Safe

2015 Spring Break

- dance facilitator for kids in need (spring break programming)

Artists in Healthcare

2012-2013

- dance movement therapist for clients with Alzheimer and dementia

Her Majesty's Prison – (UK)

2004-2006

- dance/movement therapist in training at Highgate male prison & Downview women's prison (mental health unit)



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Education:

Master's Degree Creative Arts Psychotherapy
University of London –Goldsmith's College

2004-2006

B.A. Hones (Gold Medal Award)
University of Winnipeg

1997-2000