



**kamila slawinski**

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## summary:

- 6+ years combined experience in marketing, social media, public relations, and communications for various New York and international nonprofit arts organizations.
- 12+ years of experience in writing about arts, media and culture as journalist, critic, and PR specialist/commercial copywriter. Hands-on skills in editing, proofreading, production and distribution of traditional and digital publications, including printed materials, websites, email marketing, and social media content.
- 10+ years of experience in office and project management, including budgeting, correspondence, scheduling and record keeping, coordinating and supervising teams consisting of staff members, interns, volunteers, and external contractors.

## education:

**1991-1994 ART HISTORY, WARSAW UNIVERSITY, WARSAW, POLAND**

## experience:

### **2013-PRESENT INDEPENDENT COMMUNICATIONS CONSULTANT**

Providing marketing, social media, PR and communications services for NYC-based artists and organizations. Recent collaborations include:

**Glenna Freedman Public Relations** – PR and social media services for a variety of off-Broadway, off-off-Broadway and opera productions; **Dixon Place** – community outreach for the 2015 gala event, including soliciting individual contributions and in-kind donations from small business owners; assisting on PR campaigns for dance and theatre commissions; contributing to drafting new marketing strategies for the venue; **JACK** – a long-term collaboration with a 2015 OBIE-Award winning Brooklyn venue, including public relations, marketing, social media services and graphic design / production; **2014 undergroundzero festival** – writing and editing content for the website, social media, press releases, eblasts and other materials; PR services for selected events; **Raja Feather Kelly / the feath3r theory** – writer/editor for promotional materials, press kits and website content; PR representation for the up-and-coming modern dance company, including campaigns for the solo show at Danspace Project, an evening-long commission at Dixon Place, and a recent ensemble work at JACK; **Palissimo Company** – writing and editing for the company's press kit, website and other promo materials; social media content management, particularly for current productions and special events; producing and distributing email marketing materials.

### **2015 DIRECTOR OF PR AND MARKETING, MASS LIVE ARTS FESTIVAL, GREAT BARRINGTON, MA**

In charge of devising and implementing a comprehensive strategy for advertising, social media outreach, public relations, direct marketing and sales for the 3rd annual summer festival of experimental performance, held in the Berkshires. My duties included: budgeting and scheduling advertising campaigns in all types of media; writing, editing, proofreading, producing, and managing distribution of all materials (ads, program brochures, posters, flyers, press releases, e-blasts, web pages, social media content, etc.); public relations and media outreach with national and local press, bloggers, and radio stations; building and maintaining relationships with sponsors, donors, and media partners; gathering and analyzing data pertaining to ticket sales, social media impact, advertising visibility and website traffic; handling box office and front of the house during events; other duties as required.

### **2011-2013 COMMUNICATIONS MANAGER, POLISH CULTURAL INSTITUTE NEW YORK**

Responsible for writing, editing, proofreading, producing, and managing distribution of all materials promoting PCI's multidisciplinary programs (online and print advertising, program brochures, press releases, e-blasts, web pages, and other materials.) Built from scratch the institutional presence on Facebook, Twitter, SoundCloud, Pinterest, and other platforms and ensured consistent, frequently updated, and engaging content. Introduced metrics analysis as a tool for examining and improving the company's web and social media presence. Spearheaded reorganization of the eblast mailing list, improving segmentation and growing the number of subscribers. Implemented use of CisionPoint for dissemination of press releases and growing media outreach. Initiated and facilitated cross-promotions and advertising barter with bigger and more established partner organizations.

### **2007–2011 PRODUCTION ARTIST, THE PALEY CENTER FOR MEDIA, NYC**

Responsible for all aspects of budgeting, planning, and production of the Center's printed and electronic materials (gala invites and journals, season programs, theater slides, etc.) and outdoor banners and displays for both New York and Los Angeles locations.



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## selected other experience:

### 2013-2015 FREELANCE PRODUCTION ASSISTANT/COMPANY MANAGER/PRODUCER

Assisting visiting Polish artists during their NYC projects. Major project included cooperation with TR Warszawa theatre during their BAM NextWave Festival presentation of NOSFERATU (2013) and St. Ann's Warehouse run of 4.48 PSYCHOSIS (2014); interpreting for writers and panelists participating in PEN World Voices Festival of International Literature (2013, 2014); assisting playwright Tadeusz Slobodzianek during a stage reading of his play OUR CLASS at Temple Emmanu-El (2015); producing a 3-day performance run and residency of Komuna//Warszawa Theatre at The Culture Hub, NYC (2015)

### 1999–PRESENT FREELANCE WRITER

Contributing stories on film, music, literature and visual arts for major Polish magazines. Interviewed many important American artists such as Laurie Anderson, Steven Soderbergh and Jonathan Safran Foer. Also author of NOWY JORK: PRZEWODNIK NIEPRAKTYCZNY, a collection of essays on life and culture of New York City (W.A.B.: Warsaw, 2008, 2010, 2015).

## skills:

- Excellent communications, writing and editing skills.
- Passionate interest in the arts and media. Established contacts in the media NYC and national media, as well as many NYC cultural and arts organizations.
- Good interpersonal skills, including talents for teamwork, networking, and conflict resolution. Solid sense of confidentiality and crisis management in a small business environment.
- Practical knowledge of strategy building, budgeting, campaign deployment and reporting/analysis for marketing and promotions. Good understanding of crowdsourcing platforms and engaging potential donors for project-related and long-term campaigns.
- Proven ability to simultaneously handle multiple requests, prioritize and delegate projects. Attention to detail and consistency in implementing multiple revisions under tight deadlines.
- Experience with CisionPoint system for researching media contacts and press release distribution. Knowledge of MailChimp and Constant Contact mass-mail distribution systems. Familiarity with best practices in online and email marketing and online analytical and reporting tools such as Google Analytics.
- Advanced skills in using social media for institutional promotion and marketing. Proven ability to build and expand engaged online audience through platforms such as Facebook, Twitter, Pinterest, LinkedIn, Tumblr, Vimeo, Instagram, YouTube, etc.). Hands-on experience with HootSuite.
- Knowledge of MS Office programs (Word, Excel, PowerPoint, Outlook). Basic knowledge of Filemaker, Quickbooks and other popular office applications. Experience with Asana project management system. Advanced skills in operating various Content Management Systems for building, formatting and organizing web content. Experience in basic HTML and CSS coding. Immediate skills in ticketing systems and e-commerce tools.
- Highly proficient in Adobe Creative Suite package (Dreamweaver, Photoshop, InDesign, Illustrator, Acrobat Professional, Adobe Bridge). Expertise in photo editing and manipulation, layout and typesetting, print and web graphics production. Good eye for typography and layout. Good understanding of offset and digital printing process.
- Fully bilingual English/Polish, with basic French, German and Russian skills.

## interests:

Performing arts, with focus on off-Broadway theatre and modern dance; classical music; international literature; current affairs; history and culture of New York City.

## references:

**Glenna Freedman, Glenna Freedman Public Relations:** glennafreedman@gmail.com, 917.863.3833

**Alec Duffy, Artistic Director, JACK:** aduffy@jackny.org, 646.734.8985

**Ilan Bachrach, Artistic Director, Mass Live Arts:** i.bachrach@gmail.com, 617.877.3407

For more info, visit my LinkedIn profile: [www.linkedin.com/in/kamilaslawinski](http://www.linkedin.com/in/kamilaslawinski).