



kamila slawinski

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summary:

- 7 years of experience in public relations, marketing, social media management, and communications for various New York and international nonprofit organizations. Currently running my own consulting business, servicing independent performing artists.
- 12+ years of experience in writing about arts and culture as a journalist, critic, and copywriter. Hands-on skills in editing, proofreading, production and distribution of traditional and digital publications.

education:

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

experience:

2015-PRESENT **INDEPENDENT COMMUNICATIONS CONSULTANT**

Providing PR, marketing, social media, and communications services for various performing artists and nonprofit art organizations. Recent collaborations include **Blessed Unrest** – PR services for the 2018 season presented by an experimental theater company at New Ohio Theatre and New York Theater Workshop's NEXT DOOR; **JACK** – a collaboration with the 2015 OBIE Award-winning Brooklyn venue, including public relations and marketing; **LEIMAY** – PR services for the world premiere of their 2017 work at BAM Fisher; **Wax Factory** – public relations services for a NYC-based experimental theatre company; and many others. My clients have been featured in such major media outlets as The New York Times, The Village Voice, Time Out New York, The Huffington Post, The New Yorker, and The Brooklyn Rail.

2015 **DIRECTOR OF EXTERNAL AFFAIRS, DIXON PLACE, NYC**

In charge of devising and implementing a comprehensive strategy for public relations, marketing (including all traditional and digital publications), social media, and community /donor outreach. Duties included writing, editing, and disseminating press releases and marketing materials such as eblasts and brochures; close cooperation with the outside PR rep to maximize the publicity for Dixon Place's commissions; coordinating artists' availability for press appearances, interviews, photo sessions, and other publicity activities; supervising the Marketing Associate on day-to-day promotional and social media efforts; coordinating press comps and assigned seating with the Box Office Manager and House Manager; as well as close day-to-day collaboration with other NYC venues on marketing barter and cross-promotions.

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

Responsible for devising and implementing a comprehensive strategy for public relations, direct marketing, advertising, social media outreach, and sales for the 3rd annual summer festival of experimental performance, held in the Berkshires. Duties included: public relations and media outreach with the 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; production assistance and house management duties as required.

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

In charge of communications for a diplomatic mission dedicated to promoting Polish arts and culture abroad. In close collaboration with the curatorial staff, responsible for writing, editing, proofreading, producing, and managing distribution of all materials promoting PCI's multidisciplinary programs (program brochures, press releases, e-blasts, web pages, etc.) Managed



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all aspects of institutional PR, marketing, and social media. Initiated and facilitated cross-promotions with various partner organizations.

1999–PRESENT FREELANCE WRITER, JOURNALIST, AND TRANSLATOR

Contributing stories on current affairs, film, music, literature and visual arts for major Polish magazines. 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, 2016). A literary translator with a diverse portfolio of projects, ranging from the bestselling American nonfiction writers (such as Atul Gawande, Michael Pollan, and Debra Spar) to award-winning contemporary novels by Karen Joy Fowler and Lidia Yukanavych.

skills:

- Excellent communications, writing, and editing skills. A knack for research and out-of-the-box thinking in identifying new outlets and writers.
- Passionate interest in the arts and culture and extensive knowledge of the art scene.
- Established contacts in the NYC media outlets and at many cultural organizations.
- Practical knowledge of strategy building, pitching stories and reviews, follow-up, and reporting procedures for a public relations campaign.
- Experience staffing press calls, photo shoots, and interviews. Hands-on knowledge of managing auxiliary PR activities such as selecting and organizing photo and other media materials; securing press comps and assigned seating for journalists; acting as an artists' liaison in arranging for talent's media availability.
- Attention to detail and a good eye for content/editorial and visual/brand consistency.
- Good interpersonal skills, including talents for networking, diplomacy, and conflict resolution.
- Proven ability to simultaneously handle multiple requests, prioritize and delegate projects under tight deadlines.
- Knowledge of PR software platforms such as Cision Point. Expert skills in popular email marketing platforms (Mailchimp, Constant Contact, etc.) and most popular CMS systems. Knowledge of ticketing platforms such as OvationTix. High proficiency in MS Office programs (Word, Excel, PowerPoint, Outlook) and Adobe Creative Suite package (InDesign, Photoshop, Illustrator, Acrobat Professional). Expertise in graphic design, photo editing and manipulation, layout and typesetting, print and web production. Basic video editing skills.

interests:

Performing and visual arts, music, film, literature; current affairs and social justice; history of New York City.

references:

Jessica Burr, Artistic Director, Blessed Unrest: info@blessedunrest.org, 347.651.6139

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

Ivan Talijancic, Artistic Director, WaxFactory: ivan@waxfactory.nyc, 212.780.3372

Ellie Covan, Artistic Director, Dixon Place: ellie@dixonplace.org, 212. 219. 0736

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

Bartek Remisko, former Deputy Director, Polish Cultural Institute: bartek.remisko@gmail.com, 929.300.5287