

KATERINA WONG

Katie@rawdance.org • katerinawong.com

- ARTISTIC EXPERIENCE** **Associate Artistic Director** **2018 – Present**
RAWdance, San Francisco, CA
- Promoted after 5 years of working as a dancer and collaborator with the company. Shares both artistic and administrative responsibilities with Co-Artistic Directors, Ryan T. Smith and Wendy Rein including strategies around production, development, marketing, and more.
 - Presented work-in-progress of new piece titled *14* at the CONCEPT series: 24, and premiered the completed work at the company's 15th anniversary home season at Yerba Buena Center for the Arts Forum.
 - Participated in a Dancing Lab Residency at the National Center for Choreography at the University of Akron in the summer of 2018.
- Freelance Choreographer** **2011 – Present**
San Francisco, CA
- Created the first dance commissioned by Pop-Up Magazine, a live literary magazine, in collaboration with documentary filmmakers, Donal Mosher and Mike Palmieri. The collaboration and solo dance-work toured to 6-cities, culminating in a performance at Lincoln Center in the fall of 2017.
 - JuMP Commissioned Choreographer for FACT/SF 2016.
 - Resident Choreographer of PUSH Dance Company 2014-2016.
 - Presented new works for SF International Arts Festival at Fort Mason, West Wave Dance Festival at Z SPACE, the CONCEPT Series at Joe Goode Annex, AvantGARDARAMA at Cutting Ball Theatre, LEVYdance Salon, and at CounterPulse, Dance Mission Theater, Terra Gallery, Zaccho Studio, PianoFight, ODC Theater and the California Academy of Sciences.
- Freelance Dance Artist** **2011 – Present**
San Francisco, CA
- Company member of RAWdance, Printz Dance Project, PUSH Dance Company, Concept o4, and others.
 - Guest artist for LEVYdance, Robert Moses' Kin, San Francisco Symphony, Bellwether Dance Project, detour dance, ka-nei-see | collective, Sculpted Motion, Blind Tiger Society, Project Tremolo, Dexandro Montalvo, Cera Byer, Ronnie Reddick and Ziru Dance.
- Dance Consultant and Ambassador** **2015**
Kelvin Inc., San Francisco, CA
- Served as consultant for new mobile dance game app called Jounce.
 - Brainstormed a bank of dance movements and modeled steps for computer-generated avatars.
- ARTS ADMIN EXPERIENCE** **Pop-Up Magazine Productions** **2017 – 2018**
Social Media Editor, San Francisco, CA
- Created content, strategized marketing plans, and served as the liaison between performers/writers, advertising, community outreach, editorial and creative departments in order to serve all social media platforms (Facebook, Instagram, Twitter) and email newsletters/communications for Pop-Up Magazine (live-event) and the California Sunday Magazine (print publication).
- Digital Marketing Strategist** **2014 – 2017**
Alonzo King LINES Ballet, San Francisco, CA
- Spearheaded content-creation, photo/video curation and copywriting for the entire organization's (Professional Company, Educational Programs, Dance Center) digital and social

media presence on platforms including Facebook, Instagram and Twitter. Communicated closely with staff (Artistic Director, dancers, students, executives, assistants, contractors, board etc.) to brainstorm newsworthy features, collect materials and ensure a trusted approval process before posting.

- Individually launched Instagram account and grew followers from 0 to 27,500 in 3 years.
- Introduced the organization to Facebook paid media campaigns, which markedly increased revenue and awareness for all departments. Pushed for new trends including live-streaming, SnapChat filters, Instagram stories and more.
- Developed, redesigned and was the sole contributor to the new blog, which featured engaging and dynamic visual and narrative content for the whole organization, blog.linesballet.org.
- Photographed and filmed events (ie. theater performances, outdoor community events, studio rehearsals, classes etc.) and completed post-production edits for digital media needs.

Freelance Digital Marketing for the Arts Consultant

2014 – Present

San Francisco, CA

- Hired to provide effective marketing guidance through the analysis of social media insights and a comprehensive study of each individual organization in order to create customized social media plans, paid digital advertising strategies, promotional films, and website redesigns.
- Resulted in increased brand awareness and targeted conversions (including new touring opportunities, increased ticket sales, increased social media followers and consistency in branding).

Training Program Coordinator

2012 – 2014

Alonzo King LINES Ballet, San Francisco, CA

- Managed day-to-day activities of the conservatory-style pre-professional training program, which included processing registrations, deposits, tuition payments, payroll and scheduling.
- Designed promotional print materials, email newsletters, performance programs, brochures and flyers; edited video trailers for performances, and updated website and social media pages.
- Spearheaded new strategies for continued growth of the program including pursuing accreditation, solidifying the student visa application processes and fine-tuning the new online registration and payment systems.

Marketing Intern / Fall for Dance Festival Specialist

2009

New York City Center, New York, NY

- Researched, wrote and edited all marketing materials for the *Fall for Dance* Festival including press releases, brochures, website copy, street-team handouts and Playbill articles.
- Managed monthly e-newsletters, direct mailing, and social media for over 50,000 members.

**EDUCATION/
TRAINING**

Princeton University, A.B. in Anthropology, *cum laude*

2010

Certificate (Minor): Program in Theatre and Dance, East Asian Studies

Capacity Interactive Digital Marketing Bootcamp

2015

VaynerMedia 6-month long, 1-on-1 Social Media Consultation

2016

**ADMIN
SKILLS**

Software: Microsoft Office, Adobe Creative Suite (Photoshop, Premiere, InDesign) and iMovie

Social Media: Facebook (Paid Ads, Business Manager, Ads Manager, Analytics), Instagram, Twitter, YouTube, Vimeo, Wordpress, LinkedIn and SnapChat

Web development: Experienced in Square Space and Weebly, basic knowledge of HTML and CSS