

# ALEXANDRA HEIER

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📍 Philadelphia, PA

I am a passionate and driven professional ballet dancer with 10+ years of experience in the arts industry, developing key skills and invaluable life experiences, all while earning a BAAS from UPenn. Looking to utilize skills and coursework in a career in communications.

## EDUCATION

### University of Pennsylvania College of Liberal and Professional Studies Online

2020 – Present

- Bachelor of Applied Arts and Sciences in Leadership and Communication
- Expected Graduation: Spring 2027
- GPA: 3.99
- Relevant coursework: *Business Strategy, Writing for Social Media, Digital Literacy and Cultural Change Professional Communication and Personal Development, Fundamentals of Professional Writing*

## PROFESSIONAL EXPERIENCE

### Philadelphia Ballet – Philadelphia, PA

#### Ballet Dancer

2016 – Present

- Selected from a pool of thousands of applicants to join a company of approximately 50 dancers as an Apprentice and was promoted 3 times to rise to the rank of Soloist by displaying significant improvements, consistent delivery, and artistic achievements onstage.
- Rehearses daily and performs in 65-70 performances each year, appearing in roles ranging from the lead in the ballet to corps de ballet, up to seven different roles in a production, and three different roles in a single performance.
- Cultivates relationships with donors/patrons through company events, sponsored lunches, and post-performance meet and greets to gain their continued, if not increased support of the company.

#### AGMA Joint Committee

2024 – Present

- Advocates for other dancers as 1 of 5 dancers voted to the American Guild of Musical Artists (AGMA) Joint Committee, which ensures a safe and productive work environment as well as effective collaboration with management.
- Worked with the Philadelphia Ballet staff after a year of record high injuries to problem-solve and reduce dancers' physical and emotional stress, resulting in drastically reduced injuries.
- Collaborated to create a Code of Conduct for guests of the company to ensure a safe and comfortable work environment.

#### Marketing Liaison

2020 – 2021

- Partnered with the Philadelphia Ballet marketing department during the COVID-19 pandemic to provide engaging social media content while the company was working from home.
- Created "Working From Home" social media series for the Philadelphia Ballet. Coordinated and edited videos to connect the public with the artists during closures, receiving as many as 3.5k views on Facebook.
- Managed Instagram Stories for individual dancer "pod" when the company returned to modified work after COVID-19.

## AWARDS & RECOGNITIONS

- Awarded a Letter of Commendation from the National Merit Scholarship Program. 2012
- Selected by Boston Ballet for the Royal Danish Exchange. 2014
- Received Jean-Pierre Bonnefoux's Artistic Director Award for Overall Excellence at Chautauqua. 2012

#### Coursera Certificates

- Fundamentals of Graphic Design, Imagemaking, Typography, Introduction to Marketing 2020