

# ELIZA ESCALANTE

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## WORK EXPERIENCE

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### Dallas International School

Dallas, Texas

Head of Arts Department

November 2020 - July 2022

- Enlarged program scope by 35% through customized primary and elementary curricula.
- Managed \$15,000 in internal donations for the Music program.
- Increased arts centered campus enrichment experiences from 2 per year to 6 per year.
- Taught general music studies to ages 3 -14 years.

### Lumedia Musicworks

Dallas, Texas

Creative Director

August 2017 - March 2021

- Analyzed responses to a consumer survey to evaluate brand perception and customers' willingness to pay.
- Spearheaded grassroots fundraising campaigns that produced a 7% increase in annual profits.
- Pioneered virtual experiences that grew online audience engagement by 28%.
- Managed a 5-member cross-functional (videography, audio-engineering, marketing, and support) team.
- Collaborated with the product and marketing team to launch a virtual season redesign, increasing annual viewership by 31%.

### DFW Institute for Musical Advancement

Dallas, Texas

Curriculum Development, Consultation, and Instruction

September 2016 - August 2022

- Produced a diverse music based learning curriculum for students aged 3 - 12 years.
- Consulted with the Senior Director on school expansion strategies and saw growth of 20% annually in enrollment over a 4 year period.
- Created content and copy for social media channels (Facebook and Instagram) and email newsletter.
- Taught elementary ukulele, piano, and voice to students aged 4-12 years.

## LEADERSHIP EXPERIENCE

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### Dallas International School

Dallas, Texas

Department Head

November 2020 - July 2022

- Teamed with four departments (visual arts, history, Chinese, English) to produce student enrichment opportunities across two campuses.
- Strategized a 5-year growth plan for the Arts Department which resulted in the addition of two arts instructors.
- Executed five live and online mixed media events.

## EDUCATION

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### University of North Texas

Denton, Texas

Masters of Music

May 2018

## LANGUAGES SKILL OR INTERESTS

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Event planning and management expertise; Proficient in Google and Office 365 sharing platforms; Experience in data analytics and project management; Experience with Canva, Facebook Ads, Prezi, Audacity, and Davinci Resolve.