

Rebecca King Ferraro



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Career Statement

A professional ballet dancer, branching out into the online dance community and the social networking field. Motivated to build a successful personal brand through blog posts, podcast episodes, and social networking. Quickly becoming one of the most well-publicized Miami City Ballet dancers online. Has worked close alongside MCB's Marketing Department to develop ideas, plans, and strategies for MCB social media. Established personal Social Media consulting company in 2012.

Ballet Career

- Current employee of Miami City Ballet as a Corps dancer: 2005 - Present
- Company Dancer Representative (Equivalent to Union Representative) June 2011- 2016.

Rebecca King Social Media Management

- rebeccaferraro.com
- In 2012, founded social media management company. Rebecca King Social Media Management offers various services to get small businesses up and running in the online community. RKSMM establishes social networking accounts or takes over existing accounts including: Facebook, Twitter, Wordpress, Tumblr, YouTube, LinkedIn, and more.
- Clients past and present include: Dimensions Dance Theatre of Miami, AZ PT, DanceWear Corner, Westminter Choir, Frank A. Ferraro, CPA, PA, Contra Costa Ballet, and The Flag Company.

Skills

Proficient in:

- Wordpress
- Macintosh operating system
- Microsoft Word
- Microsoft Powerpoint
- Adobe Photoshop Elements
- iMovie
- Hootsuite
- 7 years social media experience with personal blog, "Tendus Under A Palm Tree" and social networking business, Rebecca King Social Media Management.
- Extensive experience using multiple Social Networking platforms including: Twitter, Facebook, Instagram, Tumblr, Flickr, YouTube, Google +, and LinkedIn.

Letters of recommendation available upon request.



Personal Endeavors

The “Conversations On Dance” podcast

June 2016-Present

- [Conversationsondancepod.com](http://conversationsondancepod.com)
- “COD” is the fastest growing dance podcast available today.
- With over 39,000 hits in January 2017, we are currently experiencing a 20-25% growth each month.
- To date, we have welcomed Misty Copeland, Justin Peck, Sara Mearns, James Whiteside, Julie Kent, and Patricia McBride among others
- Our recently launched Instagram account cleared 1,000 followers in mere weeks, and our personal accounts bolster that number by an additional 16,000.
- Our Facebook account, launched at the same time, has also garnered much attention, with recent posts exceeding 4,000 views.
- Design and maintain wordpress website, conversationsondancepod.com

COD Generated Publicity

- For a complete list of media: <http://conversationsondancepod.com/media/>

“Tendus Under A Palm Tree”

June 2010-Present

- tendusunderapalmtree.com
- Author, Rebecca King Ferraro is a Corps De Ballet dancer with Miami City Ballet. In this blog, readers can follow the everyday life of a professional ballet dancer living and working in one of the most glamorous and trendy places in the world, Miami Beach.
- Regularly cited on “[Ballet Alert](#)”.
- In the October 2015 issue of Pointe Magazine, Ms. King was featured in the [Dancer Spotlight](#) section to discuss her blog/social media.
- In June of 2015, [Artburst](#) did a profile of Ms. King and her involvement in social media.
- In July 2013, Rebecca King was interviewed in a [Miami Herald](#) cover story on managing online brands.
- In January 2012, “Tendus Under A Palm Tree” was named the Number One “Dancer Musing Blog” in the Reader’s Choice [Top Dance Blogs of 2011](#).
- TENDUS was quoted in [Dance Magazine](#) in October 2011 on Miami City Ballet’s Dance in America: Great Performances Special.
- In December 2010, “Tendus Under A Palm Tree” placed 4th in the Reader’s Choice [Top Dance Blogs of 2010](#).
- In July 2010, “Tendus Under A Palm Tree” was named the “Best in Miami-Dade” by miamidade.com.
- “Tendus Under A Palm Tree” is now well-known within the online ballet community.

TENDUS Directed and Produced Videos

- [Poetic Fusion: Ballet + Poetry](#)
- [The Perfect Fit: Marie Johansson of Freed of London](#)
- [Reaching Out to New Audiences With A Flash Mob](#)
- [Masterpieces from Two Perspectives: Twyla Tharp’s In The Upper Room](#)
- [Masterpieces: Passing On George Balanchine’s Square Dance](#)
- [“Americans in Paris: Part One”](#) A look behind the scenes of Miami City Ballet’s tour to Paris.
- [“Americans in Paris: Part Deux”](#) A series of interviews with Miami City Ballet dancers, including Founding Artistic Director Edward Villella, on the three week Paris tour.



TENDUS Generated Publicity

- For a complete list of media: <http://tendusunderapalmtree.com/publicity/>

Miami City Ballet Development Experience

Liaison for Miami City Ballet Development Department June 2015 - April 2017

- Worked directly with Miami City Ballet's Development Department as a liaison between dancers and staff. Served on the Upper Room Committee, a program specially designed to bring young people to the ballet. Attended monthly meetings to develop ideas for the program and find ways to get the dancers more involved.

Miami City Ballet Social Networking Experience

Volunteer for Miami City Ballet Marketing Department October 2011- May 2012

- Worked directly with Miami City Ballet's Marketing Department as a liaison between dancers and staff. Attended weekly meetings to present ideas and coordinated projects directly with the dancers. In addition to the video blogs, content, and guest blogs listed below, the collaboration also produced marketing strategies and promotions.

Authoring MCB Blog Content

- "[A Conversation with Maestro Gary Sheldon on the Music for Viscera](#)" An interview with MCB conductor suggested to promote *Viscera* to our online followers.
- "[Our Thoughts on Promethean Fire](#)" An article capturing the views of four MCB dancers on the company's premier of *Promethean Fire* and their experiences working with repetiteur Patrick Corbin. Suggested to promote *Promethean Fire* to our online followers.
- "[Following Fanfare- Meet Maestro Gary Sheldon](#)" "[Following Fanfare- Prepping for Broward](#)" After being asked to promote the company's premier of *Fanfare* on the blog, two articles were posted. An interview with MCB's new conductor, Gary Sheldon, and a preview for Broward's performances.

Developing MCB Blog Content

- Leading up to the school's 2012 Student Showcase and Summer Intensive, developed the idea to contact alumni and have them write a blog post about where they are now and memories of dancing in MCBS. This resulted in a series of nine posts known as: "[Remembering MCB School Days](#)."
- "[Becoming Dr. Coppelius](#)" Provided footage for the Marketing Department on special makeup to promote *Coppelia*.
- "[Becoming Berthe](#)" Developed the idea for the post and coordinated the post with dancer, Adriana Pierce.
- "[Giselle: The Willis](#)" Developed the idea to look behind the scenes as the corps dancers become *Willis*. Choose dancer Suzanne Limbrunner for the project and coordinated with her.
- "[Post Performance Rituals](#)" Conceptualized the idea with dancer, Nicole Stalker. Coordinated the project.
- "[Inside Alexi Ratmansky's Rehearsals](#)" Helped dancer Jeanette Delagdo develop and plan her post. Coordinated the project.
- "[Dressing Viscera](#)" Provided Marketing with ideas for questions and information on the important elements of the costume.
- "[Open Barre from Behind the Barre](#)" Helped dancer Ashley Knox develop and plan her post. Coordinated the project.
- "[Ritualistic Preparation](#)" Helped dancer Callie Manning develop and plan her post. Coordinated the project.



- For the end of the year, developed the idea for a series of three posts with different dancers at different points in their careers with Miami City Ballet to "[Look Back on 2011](#)". Coordinated the project with the three dancers.
- Developed the idea to give readers an inside look into the music for *Viscera*, since cameras were not allowed in rehearsals leading up to opening night. Conducted interviews with Maestro Gary Sheldon and the music's composer. "[A Conversation with Gary Sheldon on the Music for Viscera](#)" "[A Conversation with Lowell Liebermann, Composer of the Music for Viscera](#)"
- "[Nutcracker Secrets from Behind the Scenes](#)" Brought the idea to Marketing, as originally conceptualized by dancers Leigh-Ann Esty and Ashley Knox. Coordinated project and provided footage.
- Developed the Twitter hashtag: #MCBtakesParis, where Parisians and Americans back home chimed in to discuss the company's premier in Paris.
- Worked along side dancer Callie Manning on a video preview of the Paris tour: "[Brushing Up On Our French](#)." This video was reviewed in the [Miami Herald](#) after being published.

Directed and Produced Video Blogs

- "[Reflecting on the World Premier](#)" An interview with up-and-coming international choreographer, Liam Scarlett on *Viscera*.
- "[Our Nutcracker Memories Part One](#)" and "[Our Nutcracker Memories Part Two](#)" Conceptualized to promote MCB *Nutcracker*, these two videos feature interviews with 8 different dancers.
- "[In The Upper Room- From Two Perspectives](#)" An interview with Patricia and Jeanette Delgado.

Guest Blogs and Interviews on Behalf of MCB

- Radio interview with Classical South Florida on MCB's 2012-2013 season.
- Wrote an article on MCB's 2012 summer program that was published in *Dance Magazine of Florida*.
- Interview for [Ballet Connections](#).
- Upon request of the Public Relations Manager, Roberto Santiago: wrote a series of guest blogs for Miami Artburst on the tour to Paris in July 2011: "[Miami City Ballet Arrives](#)," "[Miami City Ballet Debuts](#)," "[Dancing on Cloud Nine](#)," "[The Finale](#)" and captured footage for a Pointe Magazine video blog on [DanceMedia.com](#). An [interview](#) appeared alongside the video.

South Florida Sun-Sentinel profile in [Fall Arts Guide](#).