

Rebecca King Ferraro



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Career Statement

A former 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. Is 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

- Miami City Ballet dancer: 2005 - 2017
- 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:
 - [Ground Floor Farm](#)
 - [Dimensions Dance Theatre of Miami](#),
 - [The It Girls](#)
 - [Dr. Nicole Wojno, PT](#)
 - [DanceWear Corner](#)
 - [Westminster Choir](#)
 - Frank A. Ferraro, CPA, PA
 - Contra Costa Ballet
 - [The Flag Company](#).

Skills

Proficient in:

- Wordpress
- Macintosh operating system
- Microsoft Word
- Microsoft Powerpoint
- Adobe Photoshop
- iMovie
- Square Space



- 8 years social media experience with personal blog, “Tendus Under A Palm Tree,” personal podcast, “Conversations on Dance,” and social networking business, Rebecca King Ferraro 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.

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.

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.

Authored MCB Blog Content

Developed MCB Blog Content

Directed and Produced Video Blogs

Guest Blogs and Interviews on Behalf of MCB