


# JADE BURCHETT

DIRECTOR - DANCER - DESIGNER

 [jxburchett.com](http://jxburchett.com)

 [jxburchett@gmail.com](mailto:jxburchett@gmail.com)

 (661) 428 - 3511

 San Lorenzo, CA

## EDUCATION

### UC Santa Barbara (UCSB)

Sept 2015 – June 2019

B.A. Sociology

Professional Writing Minor:

Multimedia Emphasis

## RELEVANT SKILLS

Public Speaking 

Brand Management 

Social Media Strategy 

Adobe Creative Suite 

Conversational Spanish 

HTML & CSS 

## VOLUNTEER WORK

FEB 2020 - PRESENT // OAKLAND, CA

Critical Resistance

JULY 2019 - PRESENT // SAN LORENZO, CA

Alameda County Library

MAR 2019 - JUNE 2019 // VENTURA, CA

The Odyssey Project

JUNE 2017 - JUNE 2019 // GOLETA, CA

Goleta Public Valley Library

SEPT 2015 - MAR 2017 // SANTA BARBARA, CA

UCSB MultiCultural Center

MARCH 2014, 2015 // BAKERSFIELD, CA

Ricky's Retreat

## MARKETING & DESIGN EXPERIENCE

JULY 2019 - PRESENT  
SAN LORENZO, CA

### Marketing Director

Too Good Gourmet, Inc.

Interface with customers via the daily management of 8+ platforms. Grew Instagram following by over 350% in under one year (195 to 900+). Design and release weekly newsletter to over 10,000 subscribers. Established social media 24-hour reporting to analyze post effectiveness. Implemented Social Media Release Schedule to optimize outreach. Redesigned website using Wix and maintain daily and seasonal upkeep. Increased online sales via the creation of 5 new partnerships by over 110x (2K annually to 300K+ annually).

JUNE 2018 - JUNE 2019  
SANTA BARBARA, CA

### Creative Design & Marketing Assistant

UCSB MultiCultural Center (MCC)

Maintained official Facebook and Instagram – totaling 2000+ followers. Scripted press releases and email blasts to local and campus organizations. Reached out to local and national organizations to build partnerships. Maintained a year-round, new and existing client contact list via Excel. Designed original wearable merchandise and flyers, print and digital. Tabled weekly to hundreds to engage the campus community.

JUNE 2017 - JUNE 2019  
SANTA BARBARA, CA

### Social Chair

Cotillion Ballroom Dance at UCSB

Maintained official Facebook Group and Page – totaling 950+ followers. Established the organization's first Facebook Page and Instagram accounts. Designed promotional materials, print & digital, to distribute campus-wide. Organized and hosted monthly social events including banquets and balls. Managed and facilitated volunteer involvement for each event (5/quarter).

JUNE 2018 - JUNE 2019  
SANTA BARBARA, CA

### President

Music Connection

Maintained official Facebook and Instagram – totaling 500+ followers. Released a weekly email newsletter to a mailing list of over 500 recipients. Facilitated monthly social events and weekly volunteer performances. Developed volunteers' schedules and ensured their successful completion.

SEPT 2014 - JUNE 2015  
BAKERSFIELD, CA

### Senior Editor

IKON Literary Magazine

Utilized *Adobe InDesign* to craft a full-length, annual literary magazine. Supervised a staff of 8 throughout the design process.

## NON-PROFIT & SOCIAL JUSTICE WORK

SEPT 2019 - JUNE 2019  
SANTA BARBARA, CA

### Assistant to the Director

UCSB MultiCultural Center (MCC)

Oversaw the development and publicity of a successful fee reaffirmation. Established a digital submission box to increase engagement efforts. Assisted publicity and a programming teams weekly with new initiatives. Responded to the needs of the community with specialized programming. Created a range of informational and promotional digital and print media.

JAN 2018 - MAY 2018  
SANTA BARBARA, CA

### Marketing and Publicity Coordinator

UCSB Social Justice Conference

Designed digital and physical promotional materials for the conference. Implemented targeted campus-wide marketing after research. Focused conference on grassroots activism, supplemented by workshops. Guided over 40 people through the MCC's annual 9-hour conference. Supervised student volunteers for the entire duration of the event.

Thanks!