

## VIKI ATKINSON

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*Writer-editor with more than 20 years of experience in a variety of disciplines (journalism, marketing, development/grant writing). Excellent oral and written communications skills. Superior leadership, team-building, and client/colleague interpersonal skills. Strong public speaking/presentation skills.*

### **RELEVANT EMPLOYMENT EXPERIENCE**

#### **Self-employed Freelance Writer/Editor. (2008-Present)**

- Consult with clients regarding specific communications needs.
- Provide writing and editing services for clients, including: grants, press releases, business/fundraising letters, newsletter articles, website content, advertising and brochure copy, biographies and profiles.
- Edit and make suggestions to improve client-written documents and materials.

#### **Richmond Ballet. Development Associate. (November 2010-April 2012\*)**

- Wrote and edited selected development materials: acknowledgment letters, general and individualized solicitation letters, ad and website copy.
- Wrote and edited grant proposals.
- Coordinated fundraising efforts: solicitation mailings, phone-a-thons, targeted individual solicitations.

*\*Going forward, I will continue to write for the Ballet on a freelance, project-by-project basis.*

#### **Richmond Ballet. Communications Specialist. (December 2006-May 2010)**

- Wrote and edited internal and external communications as needed, including press releases, advertising and brochure copy, grant and project proposals and other development materials, business/fund-raising letters, scripts, biographies, playbill text.
- Served as liaison/point person for writing projects involving partnerships with other organizations.
- Researched current arts marketing and audience engagement trends.
- Worked with marketing staff to generate marketing ideas, strategies and campaigns.
- Coordinated “Encore Society” (planning giving campaign) playbill ads. Included interviewing ad subject, transcribing his/her words into compelling ad copy, coordinating photo shoot, guiding completed ad through approval process.

#### **Spectator Magazine. Senior Dance Critic. (1987-1999)**

- Reviewed all dance performances in the Raleigh/Durham/Chapel Hill region, including annual American Dance Festival (six weeks of performances by nationally- and internationally-renowned dance companies and choreographers).
- Wrote preview and in-depth feature articles on dance.

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**Self-employed Owner/Designer, Perennials Designs. (1995-2006)**

- Owner, sole designer and creative director of full line of linen and hemp clothing for women.
- Created all marketing materials for business, including ads, catalogs, postcards, mailings, and store collateral.
- Personally consulted with all clients/customers.
- Directed shop sales staff; directed independent contractors regarding garment construction/production.
- Managed all finances related to business.

**ADDITIONAL EMPLOYMENT EXPERIENCE**

- May-December 2011. Virginia Commonwealth University Department of Dance and Choreography. Adjunct Faculty.
- August 2010-May 2011. Appomattox Regional Governor's School. Part-time Dance Faculty.
- September 2010-Present. Richmond Dance Center. Part-time dance faculty.
- September 2010-Present. Henrico Center for the Arts Dance Department. Guest faculty.
- December 2006-May 2010. Richmond Ballet. Assistant to the Artistic Director.
- January 2007-Present. Richmond Ballet. Part-time/substitute faculty.
- 1985-1999: Dance faculty - Meredith College, Raleigh School of Ballet, Martin Arts Magnet Middle School, and others. *Details available upon request.*
- 1978-2001: Freelance Musical Theatre Dancer/Choreographer. *Details available upon request.*

**EDUCATION**

University of North Carolina at Greensboro. B.S. in Dance Education, K-12 Certification

**VOLUNTEER/COMMUNITY INVOLVEMENT**

**Forest Hill Gardeners. Founder and coordinator. (March 2009-Present)**

- Organize and schedule monthly meetings. Coordinate various non-meeting activities, including trips to local botanical gardens and places of interest, as well as neighborhood community service activities.