

ALISON WALDMAN

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Alison Waldman (she/her) is a movement artist, wellness educator and arts in health innovator. She works with healthcare leaders to foster cultures of community building and radical inclusivity to their spaces. She has led and collaborated on innovative programs and initiatives in partnership with hospitals, service organizations, healthcare systems, and the country's top arts and health disrupters.

PROFESSIONAL HISTORY

THE CLINIC PERFORMANCE

2020–PRESENT

Managing Director

Resiliency Moments Program Manager

Working in close partnership with Exec. Artistic Director Tara Rynders in the assisting with artistic direction of The Clinic's arts and play-based offerings for healthcare staff, leadership, systems, and communities including Creative Caregivers, Resiliency Moments, and #VoicesOfCare.

- Support in artistic leadership in artist and audience feedback, program growth and evolution
- Vetting, hiring, and managing of participating artist facilitators
- Plan and co-lead leadership team retreat
- Audience-facing facilitation
- Contract management
- Overseeing Program Manager and Project Assisting
- Manage of organization's workflow and documents
- Creation of CRM
- Partnership and client relationship management

AVAILABLE WELLNESS

2016– PRESENT

Founder & Lead Facilitator

Independently advising on and facilitating artistic and wellness experiences in healthcare and corporate settings.

CREATIVE CAREGIVERS WITH ONCOLOGY NURSING FOUNDATION

2021-2022

Co-Director, in partnership with The Clinic

A project that offers virtual one-hour arts workshop, conversation, and community for caregivers to celebrate and reflect upon their resilience. Created in partnership with Tara Rynders, RN and [The Clinic](#). Led by a registered nurse and professional artists, this engagement guides caregivers through moments for deep reflection and are designed to build emotional resilience and prevent burnout. In partnership with the ONF, Creative Caregivers ran a four-month pilot of monthly workshops for five regional USA ONS chapters. The documentary about the process was premiered and presented by Available Wellness and The Clinic at the 2022 ONS Congress in Anaheim, CA (April 2022).

MILI HEALTH

2020–2021

Advisor and Founding Provider

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Worked directly with the physician-founder team to advise on the design of the offerings, patient experience, and how to incorporate their mission of a patient-centered approach centered on empowerment, convenience, and proactiveness. Alison also led Mili's first public virtual event and offered her expertise as a certified oncology yoga instructor.

NATIONAL ORGANIZATION FOR ARTS IN HEALTH (NOAH) 2021–Present
Arts for Resilience in Clinicians (ARC) Working Group Member

Worked in partnership with art therapists, health care administrators, arts in health administrators and health care professionals in the working group to build an online platform for the ARC project and collaborate with NOAH leadership to further their initiative to offer resources and support health care facilities to provide innovative, effective programs to patients and health care workers across the country. Served as the editor of the site's blog editor and supported the design of the website.

CORPORATE WELLNESS 2016–Present
Facilitator

Design and lead accessible, innovative movement and mindfulness events at conferences, wellness days, retreats, and office spaces. Each session is customized to the clients' ask and strategic goals and serves the employees, leadership, and/or members.

- **Healthcare:** Kentucky Nurses Association; CCI Health & Wellness Services; Smith Center for Healing & the Arts – INOVA Schar Artist in Residence Program
- **Corporate & Tech:** HigherLogic; CBRE/Booz|Allen|Hamilton; MakeOffices; WeWork; Undertone; Beacon
- **Community & Non-Profit:** Sixth & I; Anne Arundel County Library; AMCHP; Forum for Youth Investment; Halcyon; Montgomery Blair High School; Jewish Mindfulness Center of Washington
- **Government & Service:** SEIU; Jewish Federations of North America; International Organization for Migration (US IOM); Equal Employment Opportunity Commission
- **Private:** 1-on-1 and group accessible and oncology yoga lessons for communities specialized for clients ages 50+ and with chronic illness and/or disability

GEORGETOWN LOMBARDI ARTS & HUMANITIES PROGRAM (WASHINGTON, DC) 2016–Present
Movement Artist-in-Residence

The Georgetown AHP serves the Lombardi Comprehensive Cancer Center and MedStar Georgetown University Hospital (MGUH) and promotes an optimum life experience for patients, family and medical caregivers with events, resources, education and environments that encourage a creative and constructive response to illness.

- **Ready to Move Program:** Lead weekly stretch breaks, weekly adaptive yoga, and mindfulness encounters for patients, providers, and caregivers onsite at MGUH
- **Virtual Classes:** Began and built foundation for free community virtual classes that now reach 15+ countries and hundreds of people directly daily
- **Day of Dance:** Direction and choreography of onsite dance performance, the one of its kind in a hospital space
- **Movement for MS:** Assisted with research and pilot program in partnership with GUMC Dept. of Neurology + University of Florida Center for Arts in Medicine + The Scottish Ballet)

DANCE EXCHANGE (TAKOMA PARK, MD) 2015–2018
Marketing & Communications Manager

- Managed the organization's marketing strategy for local programming, local and off-site engagements, and residencies including local outreach, advertising, community partnerships, and social media. Campaigns included: 3 bi-annual fundraisers, Two anniversary campaigns, multi-site residencies, Kennedy Center
- Wrote, curated, and designed all e-blasts and lead growth and updates to audience growth strategies including migrating newsletter to an updated platform, template, audience segmentation and outreach strategy

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- Social media, website, and Google Drive account management and growth
- Wrote and disseminated press materials
- Designed all print and web promotional materials
- Advised and contributed to mock-ups and copy for organization's website redesign

MARKETING & DESIGN CONSULTANT (VIRTUAL)

2013-2021

- Consult on and create marketing strategy, website and marketing copy, messaging, design images and materials
- Complete website design and website re-designs for established and emerging projects – Uprooted Dance, Kalanadhi Dance, Jane Franklin Dance, Postcards to the Earth
- Graphic design of promotional images and materials, event invitations, programs, and e-marketing template
- SPOTLIGHT: GEORGETOWN ARTS & HUMANITIES PROGRAM: Consulted on strategy for building an e-newsletter from scratch to audience size of ~900 with consistent average of 30% open rate, 5% click rate, reach to 15+ countries, and thousands of forwards within 6 months; Lead strategy, Eventbrite builds and outreach for new virtual classes now attended by hundreds of people across 15+ countries every week; Copy editing and design finesse of weekly enews; Produced, directed and edited videos by artist team; Consulted on overall marketing strategy including audience segmentation and analyzing campaign

SPARKACTION (WASHINGTON, DC/NEW YORK, NY)

2011-2017

Editorial Associate

Content Strategy Specialist

- Consulted on and implemented integrated strategy for e-advocacy campaigns: The Opportunity Contest with Jon Bon Jovi (with 1+ million reach); American Express; Annie E. Casey Foundation KIDS COUNT; Raise the Age NY; Partnership for America's Children
- Produced and curated a podcast and written profile series of successful e-advocacy campaigns
- Managed the redesign, user navigation, and population of the field's websites and landing pages of resources and multimedia
- Lead synthesis of design, content organization and distribution newsletters to 38,000 subscribers weekly
- Managed editorial content for website with 40,000 unique visitors/month and built social media following by 1,400% with no budget
- Wrote, filmed, and edited original content including video
- Initiated and managed relationships with media and collaborators

DENISON MAGAZINE (GRANVILLE, OH)

2010-2015

Editorial Assistant

Contributor

- Freelance writing of short alumni features for the award-winning flagship print publication of Denison University and their website.
- Researched, conducted interviews, and wrote articles for award-winning Denison Magazine
- Conducted archival research

THE AMERICAN DANCE FESTIVAL (DURHAM, NC)

2010

Press Intern

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- Collected and archived all online and traditional Festival-related press
 - Managed season photographer's schedule and assisted in photo calls
 - Coordinated logistics for NEA Arts Journalism conference including travel, housing, and paperwork
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COMMUNITY ENGAGEMENT

PANELS AND PRESENTATIONS

- "Creativity for Caregivers" – Oncology Nursing Society Congress (Anaheim, CA 2022)
- "Crafting Career in the Arts" – Denison University Career Center (Granville, OH 2021)
- "Why we should be dancing with our doctors" – TEDxGreat Mills (Great Mills, MD 2020)
- "Expert Speaker Series: Wellness of Body & Mind" – Montgomery Blair High School Counseling Department (Silver Spring, MD 2020)
- "Dance Presenters and their Visions" (Moderator) – DanceMetroDC DC Dance Summit (Washington, DC 2018)
- "Healthcare & Wellness: A Conversation with Alison Waldman '10" – Denison University Career Center (Granville, OH 2020)
- "On Creativity & Collaboration" – Luce Center for American Art at the Smithsonian American Art Museum (Washington DC, 2015)
- DanceMetroDC Presenter Grant Panel – Dance Metro DC (Washington, DC 2016)

EVENT DIRECTION

- Awaken: A Self-Care Social (with Woven Psyche + the Lavender Junkie, 2018)
- Duet Roulette: A monthly community interactive improvisation event (Recreative Spaces, 2015)
- Summer Screen series pre-shows (NoMa BID 2015)
- TASK party (Uprising Fest, 2016)

PROFESSIONAL DEVELOPMENT

- National Organization for Arts in Health (NOAH) Arts and Resilience for Clinicians (ARC) Working Group
- Kennedy Center Arts Summit (2015, 2016)
- Founding member, DC Dance Marketing Collective (2016-18)
- International Arts Leaders Forum at Kennedy Center (2014)
- Co-Chair, DC Dance Co-Op (2014)
- Arts Advocacy Day (2014)
- Arts Leaders DC networking group member (2013)

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MEDIA AND PUBLICATIONS

PRESS VIDEO AND FILM FEATURES

- [“Why should we be dancing with our doctors?”](#) – TEDxGreatMills (2020)
- Documentary: [“Creative Caregivers”](#) – Oncology Nursing Foundation, The Clinic Performance (2022)
- [“The Clinic + Kentucky Nurses Association”](#) – The Clinic Performance (2021)
- [Movement for MS Program](#) – Georgetown University Medical Center (2019)
- **Error! Hyperlink reference not valid.** – Denison University Career Center (2020)
- [Expert Speaker Series: Wellness of the Body & Mind](#) – Montgomery Blair High School Counseling Dept (2020)
- [The Importance of Wellness at Work](#) – Higher Effect (2019)

INTERVIEWS

- [Self-care for caregivers at Georgetown](#) – Georgetown Health Magazine (2021)
- [The healing power of breaking barriers](#) – Denison Magazine (2021)
- [Ep 115: Founder builds into the culture of healthcare](#) – I am CEO Podcast (2021)
- [Ep 5: #GetStretched with Alison Waldman](#) – Stretched! Podcast (2021)
- [How to survive sedentary work](#) – The Movement Movement blog (2020)
- *Stretch breaks* – Georgetown Star (2018)
- [Striking a cord, NIH taps the brain to find how music heals](#) – Associated Press, Boston Herald, New York Daily Times, Washington (2017)

RESEARCH

- [Movement for multiple sclerosis: a multi-site partnership for practice and research](#) – Arts & Health Journal (2020)

ARTISTIC ACCOMPLISHMENTS

CONTRADICTION DANCE THEATRE

2011-2017

Company Member, Rehearsal Director

NOW (Anacostia Arts Center); *Code Switch* (Anacostia Arts Center); *Objects of Hope: The America Project* (Anacostia Arts Center & tour); *Walk a Mile* (Anacostia Arts Center); *#DanceAboutDC* (Joe’s Movement Emporium & tour); *Boundaries* (Joe’s Movement Emporium & tour); *Objects of Hope* (Roundhouse Theater); *The Gift* (Roundhouse Theater); *FASHIONVICTIM* (Roundhouse Theater); *The Present* (Roundhouse Theater)

ARTISTIC DIRECTION AND CHOREOGRAPHY

Seeking, Bonding, Breaking: The Science of Love (Source Festival, 2015); *The Oldest Profession* (Rainbow Theatre Project, 2015); *#DanceAboutDC* (Contradiction Dance, 2012-13); Artist & Choreographer in Residence (Chatham Hall School, 2011); *Norton: The Astonishingly True Story of America’s Forgotten Emperor* (Denison University, 2010)

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POP-UP AND OTHER PERFORMANCE

2011-2017

Flashmob America (Booz|Allen|Hamilton; DaVita 2018); *Taliesin* (Humble Fire music video, 2017); National Dance Day (Kennedy Center for the Performing Arts, 2016); Kitchen Sink Fest (Dance Place, 2016); State: Trait – Community Mental Health Conversations Through Dance (Hillcrest Children and Family Center, 2016); Jane Franklin Dance – *Blue Moon/Red River* (Capital Fringe Fest 2014); Uprooted Dance– First Fridays Dupont (2013); Cast of Thousands (2012); National Building Museum Honor Award Gala (2011)

PHOTOGRAPHY

- Events: Go Eat Give: Destination Mexico (2015); Sparkle poetry reading (2017); *Slipform* release party (2019)
- Exhibits (2013-17): Lamont Street Collective; Anacostia Arts Center; Potter's House; The Fold; Recreative Spaces

VOLUNTEERING

DAYBREAKER; Yoga & Body Image Coalition; Dance Place; Dance Exchange; Go Eat Give; Uprising Festival; Denison University Admissions and Career Center; Operation Paws for Homes; Eldavitch JCC; Mutual Aid DC; Jewish National Fund Alternative Break (Israel)

EDUCATION

BACHELOR OF ARTS – COMMUNICATIONS

2006 – 2010

Denison University

Minor in Dance with Contemporary concentration

Study abroad semester: Umbra Institute (Perugia, Italy)

AWARDS & HONORS

Orlando Taylor Paper Award– Denison University Communications Department

Lambda Pi Eta Honor Society

Ugucione Ranieri di Sorbello Award for Excellence in Italian – Umbra Institute

ACTIVITIES

Independent Study in International Studies; Dance Department office assistant and TA; Creation of DU Tap; Member of Students for Peace

CERTIFICATIONS

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Women's Entrepreneurship (Bank of America Institute at Cornell University)	2020
Oncology Yoga Instruction (yoga4cancer)	2020
Accessible Yoga Instruction (Accessible Yoga)	2019
RYT-200 (yogafit)	2018

ADDITIONAL TRAINING

Intro to Dance for Parkinsons (Dance for PD/Mark Morris Dance Group – Brooklyn, NY)	2017
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Trauma Informed Yoga (yogafit)	2017
Introduction to Narrative Medicine (Columbia University – New York, NY)	2017
Gaga Summer Intensive (Batsheva Dance Company – Tel Aviv, Israel)	2015
ProDanza Italia Advanced Training Program (Castiglioncello, Italy)	2009

OTHER TIDBITS

PROFICIENCIES AND SKILLS

E-newsletter Platforms and design; Community building; Social media insights; Adobe Photoshop; Basic HTML; Web design (Drupal, basic HTML, WordPress); video editing and production

PERSONAL ACCOMPLISHMENTS

Blue Ribbon Winner – DC State Fair Baking Competition, Bread (2019)

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Casting Finalist – ABC's *The Great American Baking Show* (2020)