

ABIGAIL SCHULZE

Location: Atlanta, GA

Email: abby.schulze@bellsouth.net

Cell: (770) 695-6437

MISSION & VALUES

Results-driven nonprofit administrator with extensive experience in campaign development, public relations, client services, and process improvement for large-scale professional performances, youth initiatives, and educational organizations.

PROFESSIONAL EXPERIENCE

Graduate Assistant, UGA School of Social Work, Athens, GA

AUG 2025 - PRESENT

- Designs digital and print campaigns for recruitment targets, development initiatives, and public relations at the campus and community levels.
- Conducts and presents market research of comparable programs to key stakeholders.
- Collaborates with eight programs and leadership across campus to promote offerings to students in all three levels of higher education.

Administrative Coordinator, UGA Franklin College of Arts & Sciences, Athens, GA

MAY 2025 - PRESENT

- Conducts audits across 100+ departmental marketing channels, ensuring compliance and accessibility for internal and external interfaces.
- Designs and implements data collection methods, improving accessibility of 70+ academic programs, enhancing user experience for 1,200+ students.
- Streamlines leadership workflow through back-end organization, including sample email design, digital resource organization for all departments, and auditing.

Marketing/Recruitment Coordinator, UGA Department of Dance, Athens, GA

AUG 2024 - PRESENT

- Designs recruitment databases and research methodologies for alumni and student tracking, aligning with HR and advancement goals.
- Produces data reports and dashboards to inform strategic outreach, increasing student recruitment and engagement metrics.
- Collaborates cross-functionally with faculty, leadership, and communications teams to align goals with institutional strategy.

Company Director & Youth Educator, The Studio Athens, Athens, GA

AUG 2022 - PRESENT

- Directs and develops educational programs for diverse adult learners, implementing data-driven curriculum changes that improve retention and satisfaction.
- Leads project management for events and performances, coordinating schedules, budgets, and stakeholder communication.
- Trains and supervises instructional staff, ensuring alignment with program objectives and institutional standards.

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PROFESSIONAL EXPERIENCE CONT.

Youth Educator & Coach, N-Step Dance Academy, Suwanee, GA

AUG 2017 - MAY 2022, AUG 2025 - PRESENT

- Instructs jazz, lyrical, ballet, tap, hip hop, and company classes for students aged 3- 18 years.
- Choreographs pieces for yearly showcases and dance competitions to challenge student performance.
- Provides specific and effective corrections that focus on the application of codified techniques and artistry.
- Advises leadership on student needs and conducts market research to refine schedules, programs, and profit goals.

Marketing Coordinator, Atlanta Contemporary Dance Company, Atlanta, GA

OCT 2022 - JUL 2024

- Assisted the Executive Director in organizing event and employee logistics for weekly rehearsals, masterclasses, and biannual shows, totaling 10 large-scale events for donors, and 100+ rehearsals and classes for the local dance community.
- Developed and released social media campaigns for fundraising and performance events, resulting in an increase of over 400 new social media followers over two years.
- Fostered partnerships with local businesses to enhance sponsorship opportunities, driving community engagement and support for performance initiatives.

Administrative Assistant, Joffrey Ballet School, National (GA, CO, CA)

MAY 2022 - AUG 2023

- Greeted staff and students daily while managing customer service streams in multiple locations through email and duty phone.
- Created and supervised daily logs for finances, attendance, payroll, and medical information for students and staff that were implemented nationally.
- Prepared meeting rooms and dance spaces with signage, banners, seating, and audio systems.
- Trained and collaborated with a team of fellow administrative assistants, including managing staff housing assignments, mealtimes, and time off.

Executive Assistant, Traverse City Dance Project, Traverse City, MI

MARCH 2020 - AUG 2021

- Created monthly marketing campaigns to generate sufficient donations for 2 seasons amidst COVID-19 deficits.
- Employed financial accounting and spreadsheet software to calculate revenue and expenses.
- Audited donor data to refine internal records and execute improved stewardship strategies.
- Prepared studios and performance spaces in accordance with weather, staff, and dancer limitations.
- Purchased, prepared, and served evening meals for dancers and choreographers.

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EDUCATION

Master of Arts in Nonprofit Management & Leadership

University of Georgia, Athens, GA

EXP May 2026 (4.0 GPA)

Bachelor of Arts in Dance

University of Georgia, Athens, GA

AUG 2021 - DEC 2024, Graduated with First Honors, *summa cum laude*. (4.0 GPA)

PUBLICATIONS

2024 CURO SCHOLAR, Featured Presentation: Youth Dance Education

Schulze, Abigail. (2024). The Potential of a Dance Classroom: Developing Independent Dancers through Critical Thinking Practices in Dance Education. Unpublished Manuscript, University of Georgia Department of Dance.

2024 FEATURED INTERVIEW: Mindfulness in Dance Education

Gose, Rebecca. (2024). Dancing Well with Mindfulness. Journal of Dance Education. 1-5.

10.1080/15290824.2024.2377659.

AWARDS

- **2024 Emerging Choreographer**, UGA Department of Dance Scholarship Committee
- **Presidential Scholar**, University of Georgia, Fall 2021, Spring 2022, Fall 2023, Spring 2023, Fall 2024
- **Scholar with Honor for Arts & Design**, College Board 2021
- **1st Place Individual Retail Merchandising**, 2020 DECA International Career Development Conference
- **3rd Place Individual Retail Merchandising**, 2020 DECA Regional Career Development Conference
- **3rd Place Individual Creative Marketing**, 2019 DECA State Career Development Conference

COMPETENCIES

- Video and Digital Design (Adobe Illustrator, Canva, Final Cut Pro)
- Advanced Proficiency in Microsoft Office and Google Suite
- Campaign Design and Campaign Management
- Print and Digital Marketing
- Cross-functional Collaboration
- Program Evaluation and Process Auditing