

## **Lia Jade Aleman**

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### **EDUCATION**

**CUNY Hunter College** *Bachelor of Arts; Major in Dance.*

May 2024

### **PROFESSIONAL EXPERIENCE**

**Lincoln Center for the Performing Arts (LCPA)**

New York, NY

**Talent Acquisition Intern**

September 2023 – Sept. 2024

- Collaborated with the Talent Acquisition team to manage applicant tracking system, maintaining accurate employee offer letters and new hire paperwork in our requisitions through SharePoint and Monday.com for fiscal years 2022 through 2024
- Assisted in the recruitment and onboarding process for 8 roles at LCPA by screening applications/resumes, scheduling interviews, and facilitating communication between hiring managers and candidates
- Created 20+ job descriptions and organized summer recruitment materials to accurately reflect specific needs of all LCPA business units and departments according to hiring managers
- Audited 250+ existing & previous job descriptions in SharePoint to create a master excel spreadsheet for LCPA People Team
- Developed a comprehensive guide to ADP for hiring managers to follow to streamline the candidate screening process
- Drafted communication templates ensuring alignment with the organization's cultural and performance standards through ADP Workforce Now for candidate correspondence
- Supported Internship Program Manager with administrative tasks such as monitoring inbox, reviewing internship program materials, and curating three internship events for LCPA year-long and summer interns

**Marketing Intern**

June 2023 – August 2023

- Collaborated with the Senior Marketing Manager in the implementation of the digital advertising strategy and increased website traffic by 20%
- Maintained an accurate inventory of "Summer for the City" marketing materials and collateral across campus (flyers/brochures/other LCPA branded materials)
- Supported community outreach efforts to over 2,000+ Lincoln Center constituents through sponsored events to increase visibility and maintain partner relationships
- Completed market research and tracked marketing campaign metrics to measure success and improve accessibility of LCPA's over 200+ events
- Generated marketing emails and ad copy with WordFly reaching all fast-track event participants through digital asset creation.

**Hunter College Dance Department**

New York, NY

**Social Media Manager**

January 2023 – May 2024

- Developed and executed a comprehensive social media strategy for the CUNY Hunter Dance Department's Instagram, increasing follower engagement by 40% and driving a 25% boost in post interactions within the first six months.
- Curated engaging content, including promotional posts, event highlights, and weekly student spotlights
- Managed the content calendar, ensuring timely and relevant updates about departmental events, performances, and workshops

- Collaborated with faculty and students to showcase live coverage of departmental events and performances, including real-time updates and post-event highlights, to maximize audience reach and engagement

### **Girl Be Heard**

Brooklyn, NY

#### *Feminist in Residence Intern*

July 2022 – August 2022

- Amplified social media presence with GBH participants and partners online by 10% using Facebook Live, Twitter, Instagram and other platforms by creating content through Canva
- Researched issues impacting women, girls, and gender expansive youth for engagement with 50+ partnering community-based organizations
- Provided general administrative support to the department lead by collaborating on outreach efforts, canvassing opportunities, and execution of Girl Be Heard Open House 2022

### **OTHER**

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**Technical Skills:** Microsoft Office Suite, Social Media, Canva, MailChimp, WordFly, ADP Workforce Now, SharePoint, Asana, Monday.com