

A portrait of a woman with long, wavy brown hair, smiling. The image is slightly faded and serves as a background for the top section of the resume.

AVI ESTHER

Media, Marketing, PR & Production

+44 (0) 781 752 4874 | avination@gmail.com | Mexico & London, UK

SKILLS

BRAND DEVELOPMENT
PROJECT MANAGEMENT
WRITER: ARTICLES, PR, MARKETING
GRAPHICS CREATION
PRESENTATION LAYOUT
VIDEO PRODUCTION & EDITING
SOCIAL MEDIA MANAGEMENT
COURSE CONTENT CREATOR
VIRTUAL & LIVE EVENT PRODUCER
EVENT HOST
BASIC WEBSITE BUILDING
CLIENT LIAISON
CREATIVE SOLUTION - PROBLEM SOLVER
HOLISTIC SYSTEMS KNOWLEDGE
RESEARCH

EDUCATION

BA - COMMUNICATION ARTS AND DESIGN MARYMOUNT MANHATTAN COLLEGE	2005
BIRTH INTO BEING, ADVANCED FACILITATOR	2011
HYPNOTHERAPY AND NLP COURSE, GHSC	2011
ISTA PRACTITIONER'S TRAINING	2010
PRENATAL AND POSTNATAL DOULA TRAINING, NURTURING BIRTH, LONDON	2010
CREATIVE HEALING & MASSAGE TRAINING, THE JEYARNI WAY, LONDON	2006

EXPERIENCE

NEWEARTH NATION & HUMANITAD & INTERNATIONAL TRIBUNAL FOR NATURAL JUSTICE

Director of Media : London, Bali, Mexico
April 2014 - July 2016

Over the course of my work with NewEarth and the ITNJ, I was responsible for both delegating to teams and creating media for: editorial, graphic, and video content creation, social media, PR, digital and live events, website and marketing copy writing, "client" liaising, scheduling, creative brainstorming, digital product & course development and volunteer induction/training.

GOLDEN LIGHT LONDON & PEACEFUL BIRTH

Integrative Health Counsellor, London, UK
October 2011 – August 2014

I founded a private practice as a doula and easeful birth preparation specialist. The practice naturally grew from women and their partners to all people who wished to move beyond their fears and 'limitations' to rebirth themselves and/or their projects/businesses. As a workshop leader, I facilitated both small and large groups of up to 200 people.

PERFORMANCE ARTIST

London, UK

July 2012 - current

I have been in the performing arts the majority of my life. In 2012 I founded Dance Walking London, which is like a silent disco flash mob through the streets of London.

<https://www.youtube.com/watch?v=qvr-RPGGfX4>

I have worked with the Artful Badgers, an interactive theatre and performance company.

<http://www.timeout.com/london/clubs/the-artful-badger-presents-love-and-lightning>

Performed with Wiggzaro dancing and singing as well as a variety of other one off events where I participated as an actor, dancer or organizer.

<http://wiggzaro.com/>

PACIFIC TRAIL & LONDON FOG

Assistant Licensing Director, NYC, NY

June 2004 - June 2005

My work included assisting with identification of licensed brand problems, conceptualizing solutions and visually designing the advertisements, packaging, handouts, brochures, and other various visual documents. I answered incoming calls as well as called clientele, vendors and distributors in addition to various other industry contacts.

SERIES OF SHORT FILMS

Creative Collaboration, NYC, NY

September 2004 – September 2005

I wrote, produced, directed, co-shot, acted and edited a series of short films and videos with other students and independent directors. The shorts range in style from documentary to fantasy and some were used as promotional/marketing material by some of the collaborators.

STARLIT ENTERTAINMENT

Founder, NYC, NY

November 2003– September 2004

I created and ran a company that trained performers then booked them in clubs and at parties. I was successful at maintaining consistent bookings at clubs and parties until I closed the business to focus on my education.

KULTURE CLOTHING CO.

Buyer & Manager, Richmond, VA

July 1999 - December 2002

Clothing buyer and manager of a retail store as well as assistant events organizer/ promoter. In addition to normal retail managerial responsibilities, I was the buyer for the store which included maintaining relationships with distributors and attending trade shows. In addition to my normal work, I also helped conceptualized and put together annual store promotion parties. This was mostly calling distributors, press, party supply co., and city zoning. I also created print commercials to run in the local newspaper.

HOSPITALITY

Hostess, Waitress and Bartender

June 1997 - June 2004

I worked in the service and hospitality industry for 7 years in Richmond Virginia and New York City, to support myself through school learning valuable skills which support all other areas of work.



RECENT PROJECTS

RISING EARTH SYMPOSIUM

London, UK

April 2014

I produced and hosted a symposium at the Tabernacle in Notting Hill, London, which brought together leaders from the fields of sustainability with workshop facilitators for a day long symposium attended by 500 people.
<https://www.youtube.com/watch?v=0lliRmdrdIA>

NEWEARTH ORACLE

London, UK

July 2014

I was the creative director and content contributor for the launch of this online publication. www.neo.newearthnation.org

THE SOVEREIGN VOICE

London, UK

April 2015

I was the media director and project manager for this online publication.
www.thesovereignvoice.org

ITNJ RATIFICATION AND SEATING

London, UK

June 2015

I produced the ratification event for a court of law, which included multiple live performances as well as key note speakers. Along with the production of the event I project managed all the media made for the event as well as capturing the event and editing promotional material and press releases. More can be found here: www.itnjcommittee.org

JE SUIS HUMANITY CAMPAIGN

London, UK

February 2016

I was media director for this campaign to criminalize war. www.jesuishumanity.com

THE BANKSTER DIARIES

London, UK

May 2016

I was the director of publishing and media relations for a novel, written by Ambassador Gilmore about the federal reserve.
www.banksterdiaries.com

