

Lynette M. Mayo

ARTISTIC DIRECTOR

📍 Linden, NJ 07036

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🌐 www.ellemayoinc.com

PROFESSIONAL PROFILE

A seasoned creative professional with 20 years of experience in the Entertainment and Creative Arts industries. Excellent project and leadership experience, and capable of turning concepts into reality. Effective communicator with the ability to motivate and empower others in the achievement of goals. Areas of Expertise: Project Management, Artistic Direction, Arts Administration, Business Development, Concept Development, Creative Marketing and Design.

Education

Bachelor of Science // Textiles Apparel

Merchandise Management

Virginia State University, Ettrick, VA

Coursework//Certified Personal Trainer Course

World Trainer Instructor Training Schools

Union County College, NJ

Coursework//Grow to Greatness Parts 1 and 2:

Smart Growth for Private Businesses

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Skills

Adobe Photoshop

Social Media Marketing

WordPress

Audio and Video Editing

Memberships

Dance NJ, Member

Delta Sigma Theta Sorority, Inc.

North Jersey Alumnae Chapter

President's Passion to Serve Leadership Award

Step Team Committee, Chairperson

Physical & Mental Health, Chairperson

Arts & Letters, Chairperson

Executive Board Member

National Association of Female Executives in Music and Entertainment, NYC Chapter-Events Manager

Speaking Engagements

Careers in Dance Panel

Hillside High School // May 2012

Girls Who Rock Panel

Union Public Library // November 2016

IMAGINATION Creative Arts Summit

Union County Performing Arts Center // January 2017

EXPERIENCE

CREATIVE DIRECTOR/DESIGNER

Elle Mayo Designs by Dance Roots Etc. | Linden, NJ | 2012 – present

- Create and design custom made accessories and event flyers.
- Conceptualize prototype products and present to clients.
- Set up vending merchandise and visual displays for increased sales.
- Manage online retail boutique.
- Process orders, attract potential customers by answering product and service questions and fulfill customer needs to ensure customer satisfaction.

ARTISTIC DIRECTOR

Dance Roots Etc., LLC | Linden, NJ | 2006 – present

New Jersey based boutique dance and design production company, with an emphasis on concept development for stage, music, media and print.

- Develop and execute choreography, music and design productions to correspond with a brand or event theme.
- Nurture new talent by fine-tuning their artistic and business development.
- Plan and implement strategies for ongoing marketing using e-blasts, website updates, social media, on-line advertisements and printed materials.
- Identify funding opportunities and other sources of capital.
- Create and manage budgets, and responsible for company's artistic direction.

ARTIST AND REPERTOIRE COORDINATOR

Columbia Records/Sony Music | New York, NY | 1998 – 2004

- Participated in selecting songs for artists' album and single releases.
- Scouted prospective artists, producers and writers by attending showcases, reviewing demo tapes and watching performance videos.
- Assisted in the development of artists to ensure they impacted the market with the proper musical materials.
- Coordinated the overall A&R administration process including album budgets, sample/side artist clearances and album label copy.