

Lewis GARDNER



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Skills Summary

Founder of LGVA, a virtual assistant business focusing on providing administrative, social media, marketing, event planning and branding support for performing arts organisations. Experience working within the arts industry as a performer, additionally as part of outreach and education schemes across many organisations. Teaching various classes and organising those classes with students and studios. Planning, organising, and presenting World Ballet Day for multiple years as well as large-scale events such as act'ble's presence at Move IT, Excel London 2024.

Education

Middlesex University, London, UK – (2022-2024) BA degree, Professional Practice (Performing Arts).

A research project focused on audience development within the performing arts industry, specifically ballet. Over the three modules, I reflected on my time as a performer and researched other scholars' work, looking at other fields and how audience development can be used within ballet to not only create new audiences but also move the art form forward without losing its classical heritage. This was developed further into my video-based dance project as well as other projects I was involved in on a managerial level.

Student Voice leader for the class of 2022 - 2024 – facilitating the communication between students and leadership.

Participating in regular leadership focus groups to improve and develop the course and university's performance.

The Royal Ballet Upper School, London, UK – (2010-2013)

BTEC National Diploma in Performing Arts 2010 (Level 3 Double Distinction)

Trinity Diploma in Professional Dance 2010 (Level 6)

Elmhurst School for Dance, Birmingham, UK – (2005-2010)

11 GCSE's (2010)

Other Education

Korean Language Classes – General Conversation, Speaking, Listening and Writing from (2016- present) Anatomy:

Musculoskeletal and Integumentary Systems - online course with University of Michigan via edX- (2022)

Experience

LGVA – (2023 – present)

Managerial services for arts organisations and artists – providing administrative, social media, marketing, and other services.

Act'ble – (Germany, 2023-present)

Industry research – both in person and online, networking with key people within the community and forming brand partnerships. Using my knowledge of the industry and my connections with dancers and companies to form alliances. Event planning for major exhibition shows including Move IT – liaising with venue and contractors, booking necessary equipment, stand technical electricity drawings and design plans, scheduling events for the day including meetings with retailers and potential partners. Onboarding brand ambassadors. Client relations. Manager of the affiliate program.

Movement Momm – (Korea, 2023 – 20024)

Company Manager - Scheduling filming and rehearsal times for the projects. Social Media Manager - marketing strategy & branding design. Videographer. Video Editing. Creative assistant and editor for “OUR SEOUL”. Creative adviser for all projects.

**Southeast Asia International Ballet Competition – (Malaysia, summer 2024)**

Coordinator and event organiser. Scheduling competition timetable. Creating competition literature including a competition overview for judges and scholarship schools & rules and regulations for the event. Correspondence with potential judges and schools for prizes. Taking meeting minutes for the directors.

Movement Director for Vivi (Dancer/Model) – Promotional Video (2023)

Providing creative assistance in a professional shooting setting. Choreographing short sections of choreography on the spot to match the videographer and dancer in the moment. Making sure the model looked good on screen and that the videographer was shooting at the best angle for her.

Universal Ballet Company – (2016- 2023)

World Ballet Day organiser and presenter 2020/ 2021 - Key team member organising and presenting for a Worldwide ballet event (live stream video event).

Outreach and Education Program 2016-2023 - Outreach program performer (A Peek into Ballet) aimed at bringing ballet to those who would not normally get the opportunity, low-income, rural living, disabled communities. Onsite help including liaising with venue staff and guidance on presentation material related to ballet and dance history.

Professional ballet dancer, Corps de Ballet

Singapore Dance Theatre – (2013-2015)

Professional ballet dancer, Corps de Ballet

Teacher of adult ballet classes of various levels, beginner to advanced.

The Royal Ballet – (2010-2013)

Performed with the company as a student.

Joined the company's tour to Japan in 2013

Other Relevant Work Experience

Teaching ballet freelance (2016- present) - Adult ballet class and repertoire and children's ballet class.

Work experience with a physiotherapist at Sandwell General Hospital (2010)

References

Shih-Huai Liang

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