CLARISSA DANIELLE BRAY

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https://sheistheculture.my.canva.site

SUMMARY

Creative storyteller and screenwriter with a strong eye for branding, audience engagement, and digital strategy. Experienced in running a music and culture blog with a growing online presence, and passionate about connecting art, storytelling, and marketing to create campaigns that resonate.

WORK EXPERIENCE

Founder & Editor, She Is The Culture **Nov 2020 - Present**

- Curate and write content centered on music, film, and culture, reaching a growing online audience.
- Create digital assets (copy, playlists, visuals) aligned with the brand's tone and message.
- Track performance metrics and implement workflow improvements for consistent content delivery.

Senior Resident Assistant, Academy of Art University **May 2021 - Aug 2024**

- Organized and executed community programs for 100+ residents, managing event logistics, budgets, and marketing materials.
- Collaborated with staff to create a positive and safe living environment through strong communication and administrative organization.
- Led training sessions for new staff, ensuring operational consistency and efficiency.

Production Assistant, Academy of Art University **Sep 2022 - May 2024**

- Assisted with coordination of on-set schedules, call sheets, and crew communication.
- Supported directors and producers in ensuring smooth transitions between scenes and locations.

EDUCATION

Master of Fine Arts in Screenwriting **Jan 2021 - May 2024**
Academy of Art University

- *Cookie Desire* - Short Film | Writer (Directed by Elias Villa, 2024)
- *Moo'ed* — Pitch presentation for AI Moodboard startup; concept greenlit for development.

Bachelor of Arts in Media Arts **Aug 2016 - May 2020**
Long Island University - Brooklyn

- Double Minor in Gender Studies and Journalism.

ADDITIONAL INFORMATION

- **Technical Skills:** Final Draft, Canva, Adobe Creative Suite, Hootsuite, Google Workspace
- **Awards/Activities:** Received the "Women Music Curators To Put On Your Radar " spotlight from Unearthly Studios, Featured Playlist Collaboration - *The Butterfly Effect* by Diamond West