

WORK EXPERIENCE

Communications and Enrollment Assistant (June 2018 - Present)

Berkshire Arts & Technology (BART) Charter School

- Exercised the fundamental skills related to public education and nonprofit organizations, including community communications, media relations, member and donor support, event support, marketing, website maintenance, and administrative support in the advance of BART's mission.
- Developed and executed online, social media, and print marketing strategies for enrollment, development, and communications projects.
- Designed and produced new print materials, digital forms, and promotional products.
- Collaborated with Dir. Enrollment and Development to devise, amend, and implement an enrollment recruitment, management, and retainment system
- Co-facilitated BART Student Ambassadors; assisted with planning and execution of school/community events, fundraisers, food drive, volunteer experiences, etc.

Multicultural Alliance Advisor (October 2018 - Present)

Berkshire Arts & Technology (BART) Charter School

- Developed and carried out lesson plans, community events/cultural celebrations, and shared resource guide for teachers and students.
- Created a [website](#) to increase student/teacher accessibility to multicultural media, resources, and information about relevant local events.

Administrative Research Associate (October 2017 - 2018)

Andrew W. Mellon Foundation Planning Grant at MCLA

- Worked with the grant's principal investigator and advisory team to design and produce structures needed to implement and manage grant activities
- Communicated with arts/humanities partners and MCLA community.
- Identified and researched arts/humanities organizations; designed humanities profiles to catalog relevant assets; and devised a humanities network of practice for constituencies to access DEI programs, resources, and initiatives.
- Initiated the development and expansion of the grant's online presence: integrated humanities resources with digital mapping software (StoryMap), created a sample website, and designed a [Canvas](#) site to consolidate grant materials, data and resources, etc.
- Assisted in the planning and execution of a faculty Think Tank and a student convening to activate the potential of a vibrant humanities network, develop experiential-based prototypes, and identify opportunities for faculty/student/community engagement, dialogue, and cultural exchange, etc.

Conversations on Race Capstone, Teaching Assistant/Intern (Spring 2018)

Mass. College of Liberal Arts

- Assisted Dr. Jones-Sneed with the planning and implementation of course curriculum.
- Designed a Canvas site to consolidate course materials, etc.
- Researched and produced a toolkit of resources to aid students' engagement with course material and enhance their comprehension of learning objectives.
- Devised and facilitated [workshops](#) that invite students to learn about evolving conceptions of "race" and to work together through experiential practices.
- Collaborated with students both inside and outside the classroom to discuss feedback on assignments, develop final research topics, and provide additional supports.

Berkshire Regional Arts Integration Network ([BRAINWorks](#)) (Summer 2017)

MCLA Summer Research Institute

- Assisted Dr. Lisa Donovan with grant activities to build regional capacity for engagement in the arts in Berkshire County.
- Communicated with arts education community partners/constituencies, cataloged current research, and organized a database of surrounding creative youth development (CYD) resources, programs, and initiatives.
- Worked with The Image Farm to design and produce a visually graphic [assets/equity map](#) of arts education offerings in K-12 district schools across Berkshire County.
- Participated in the C4 Initiative and documented shared findings from participating cultural organizations, CYD programs, educators and school administrators, and members of the arts educators' Professional Learning Network.



ERICA BARRETO

Communications
Multicultural Arts Education

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Education

Mass. College of Liberal Arts (MCLA)

B.A., English/Communications

Concentration:

Creative/Professional Writing

Secondary Focus of Study:

Arts Management

Honors, Awards & Credentials

— Graduated magna cum laude (2018)

— All College Honors (HP) (2018)

— Awarded by MCLA Faculty Association for Outstanding Student Excellence (2018)

— Awarded by MCLA Dep. English/Comm. for Excellence in Language Studies (2017)

— Awarded by MCLA Multicultural Society for Academic Excellence (2016)

— Awarded by MCLA Dep. English/Comm. for Excellence in Creative Writing (2015)

— Sigma Delta Tau Honor Society Member (2017 - Present)

— Alpha Chi College Honor Society Member (2016 - Present)

— Student Ambassador of MCLA Alumni Association (2014 - 2017)

— Awarded the Bard College Humanities Nomination (2014)

— Awarded the Elmira Key Scholarship (2014)

— CPR and AED certified (2017)

— Valid 21+ NY Driver's License

COMMUNITY ENGAGEMENT & VOLUNTEER WORK

Go Higher! Panel Speaker, MCLA Representative (October 2, 2018)

Mass. Department of Higher Education

- Participated in MDHE campaign to raise awareness of the growing number of outstanding programs and opportunities made available to students through the state's public higher education system.
- Answered questions about the college experience to help Springfield high school students see college in their future and gain a better understanding of the liberal arts programs and opportunities available to them at MCLA

New England Presenters Panel Speaker (March 7, 2018)

Aesthetics in Arts for Change/Engaging Young(er) Audiences

- Participated in a panel of next generation arts administrators from the MCLA Arts Management Dept. and lead a group discussion on how to market to and engage with younger audiences.

Communications Assistant/Consultant (2015 - 2017)

FIGMENT Project North Adams

- Supported the production of the first-ever student-produced FIGMENT event to promote a celebration of creative culture, participatory art, and organized social engagement.
- **Core Team Communications Assistant (2015-2016)**: developed language for the fundraising campaign, press releases, and social media campaigns.
- **Volunteer Communications Consultant (2017)**: Aided fundraising efforts and developed language for sponsorship letters, solicitations, and to thank generous donors.

CREATIVE PROJECTS, PUBLICATIONS & PERFORMANCES

Humanity - Spoken Word Performance July 2018

The Stage at HEIRLOOM Festival, Greylock Works

Shared three poems in alignment with the event's core theme of heirloom -- authentic, handmade, traditional -- according to one's own interpretations and life experiences.

Creativity Capsule - Creative Placemaking Project 2017 - 2019

Cultivating the Commons (2017), O+ Festival North Adams (2019)

Facilitated a creative learning space that invites the public to (1) interact with creative arts, community resources, and critical thinking materials, (2) respond to collaborative writing prompts that promote meaningful discussion with members in the community, and (3) establish connections regarding the communities' shared similarities and diversities.

Fresh Perspective(s) - Performance Piece April 6, 2017

Sounds and Tones Records: National Poetry Month at MCLA Design Lab

Fresh Perspective(s) - Performance Piece April 21, 2016

MCLA Undergraduate Research Conference, Creative Writing Special Session

Radio Interview with Reginald Dwayne Betts Spring 2016

WJJW Program at Mass. College of Liberal Arts

Discussed Betts' most recent publication *Bastard of the Reagan Era* in light of his execution of the pitfalls of Urban America

Artist Interview with Shante' Cozier Fall 2016

Sm[ART] Commons

Discussed Cozier's 2015 award-winning chapbook *Sometimes Angels* and her experiences as a workshop facilitator for the New York Writers Coalition in Brooklyn and co-curator at the Museum of Contemporary African Diasporan Arts (MoCADA).



ERICA BARRETO

Creative Writer
Community Placemaker
Lifelong Learner

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Endorsed Skills

- Leadership
- Public Speaking
- Data Management
- Project Management
- Administrative Assistance
- Research
- Writing, Editing
- Social Media Marketing
- Graphic Media Design

Relevant Work

- MCLA Writing Associate (2017 - 2018)
- Writing in The Arts TA (2017)
- Web Designer & Blog Editor for Sm[ART] Commons (2016 - 2017)
- MCLA Development Assistant (2015 - 2016)
- Academic Tutor Counselor, Writing for MCLA IEP (2015)
- MCLA Phonathon Assistant (2014 - 2017)