

MaDonna Grimes

mgbeg@aol.com ▪ N. Hollywood, California ▪ 818-355-2914

Director/Management

Leadership | Interpersonal Relations | Learning Program Development

Visionary lecturer, producer, public speaker and dance/fitness industry maverick with over 20 years of experience in arts education seeks a position with **with your company**. With a proven record of accomplishment in staff management, budget creation, and programming/development A dynamic and articulate communicator brings extraordinary relationship building and organizational skills to every endeavor. A World traveler (communicates in 5 different languages) with unique ability to inspire and coordinate individuals and groups of all levels, ethnicity and ages. MaDonna is competent managing a growing industry rapidly changing schedules and expectations in a variety of environments. A Master's degree from New York University, and a Bachelor's degree from Ohio State University.

Core Competencies

Strong Leadership ▪ Public Speaking ▪ Budget Forecasting ▪ Education ▪ Multicultural Competency
Relationship Building ▪ Team Player ▪ Motivation ▪ Time Management ▪ Multitasking

EXPERIENCE

Comcast Television, Get Up and Dance TV, Philadelphia, Pennsylvania **2005 - Present**

Executive Producer | Freelance - www.getupanddance.tv (going live September 2008)

Produce and provide on-camera talent for educational high-energy dance fitness programs airing September 2008. Construct commercials; cast and rehearse supporting talent. Create inventive program concepts, coordinating activities of managers and instructors throughout production process. Determine production size, content, and budget, establishing production schedules and management policies; monitor post-production processes.

MGPEG, Los Angeles, California

1998 – Present

President

Producing, directing, casting and programming an entertainment company. Present lectures and conduct discussions to increase staffs' knowledge and competency, using visual aids such as graphs, charts, video tapes, written material and slides, to progress and make suggestions for improvement to administer effectiveness. (Discovery Health, ESPN, BET, Fit TV, Comcast On Demand Network)

MaDonna Grimes Dance Fitness Theatre Company, Los Angeles, California

1994 – 2007

Founder | Lead Instructor - www.madonna-grimes.com

Changed the dance and fitness industries by bringing the vision to combine these two entities. Implemented groundbreaking programs incorporating full-body cardio workouts with fun dance moves - transforming stale workout classes to programs full of energy. Recruited, trained and directed studio and front desk managers, payroll and inventory clerks, and devoted instructors. Directed production, pricing, sales, and distribution of dozens of popular fitness and dance videos. Analyzed business operations, trends, costs, and revenues, calculated, prepared, and paid bills.

Renown throughout the world for tremendous impact to the movement industry

Innovative dance and fitness program's popularity closed competitor's studio within three years

Recognized by staff and clients as a hands-on active leader

A legend in the Entertainment/Dance/Fitness Industry

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Bally's Total Fitness, Los Angeles, California

2001 – 2002

Program Creator and Director | Just2Dance Program

Developed dance fitness programs for ten Los Angeles area fitness clubs, implementing new programming for Group Exercise Departments. Managed Group Exercise Directors, evaluated existing fitness programming, established and scheduled fresh programming incorporating dance moves with cardio workouts to boost interest and attendance.

COMPUTER SKILLS

Word

Lotus Notes

Excel

Power Point

Music/Video editing

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EDUCATION

Master of Arts (MA), Dance Choreography - New York University, New York City, New York

Bachelor of Sciences (BS), Dance Education - Ohio State University, Columbus, Ohio

Italian, Spanish and Portuguese language fluency

AFFILIATION | CERTIFICATION

American Council on Exercise (ACE) - Personal Trainer, Instructor Certified

International Dance Education Association (IDEA) - Instructor Certified

Aerobic & Fitness Association of America (AFFA) - Member

Pro Personal Trainers Association (PROPTA) - Certified Master Trainer

MaDonna Grimes Fitness Certification - Creator of Just 2 Dance Certification

Provide on-site Instructor Certification Workshops in Germany, Spain, Italy, Turkey, Taiwan, China, Japan and throughout the United States

American Federation of Television & Radio Artists (AFTRA) - Member

Screen Actors Guild (SAG) - Member

Aquatics Exercise Association (AEA) - Member

ENTERTAINMENT INDUSTRY AWARDS

16th Annual NAACP Best Choreography Award for work on Emmy Award Winner Michael Ajakwe Jr.'s *Body Language* featuring Patti LaBelle's greatest hits

15th Annual NAACP Best Choreography Nominee for *If You Don't Believe*, starring Tatiana Ali

Ms. Fitness International, Italy via Ms. Fitness USA, Los Angeles

USA National Aerobics Champion, World Aerobics Championship First Runner-up

Miss Black Ohio

ESPN UCA Champion - Ohio State University Cheerleader
