

DONNA CARROLL

510.206.8617
donna@ecstaticdance.com

San Francisco, California
[LinkedIn Profile](#)

Enterprising self-starter and detail-oriented leader known for being both visionary and pragmatic. Proven ability to take innovative ideas from concept to implementation in record time with a bias toward action. Customer-focused **team player with grit** who excels in collaborating to gracefully and effectively solve user problems.

EXPERIENCE

Ecstatic Dance International
Founder / Experience Designer

Oakland, California
May 2015 - Present

- Built a global website from scratch (ecstaticdance.com), partnering with web designer, web developer, engineer, and branding agency to create brand identity, logo, blog, copy, manifesto, and marketing materials.
- Using Google Analytics, increased annual website traffic by 35% by analyzing user data and responding with data-driven solutions for key metrics, resulting in an increase in new visitors to 38k in 2019.
- Created and launched Ecstatic Dance event producer training program. In less than 6 weeks, developed budget, detailed schedule, 5 person team, grassroots marketing plan, social media initiatives, and roadmap to curriculum creation and event launch. Trained 18 students in the beta launch, and over 100 students in the program YTD.
- In 2019, analyzed the event producer training program profitability. Pivoted and moved the program to be a fully online experience, resulting in 55% more profitability and 90% decreased time commitment.
- Utilized Lean Startup methodology to rapidly create and launch first DJ Training in 2018. Collaborated with partner to create budget, source and secure training location, negotiate agreements, create 180 page manual, build 11 person team, identify KPIs and create framework for measuring student performance. Sold out 60 spots for initial launch in Portugal with 89% five star ratings in post-training feedback forms.
- Identified new market opportunities and tested new concepts biannually, resulting in development of Ecstatic Dance Presents (an innovative concept in live concerts), Ecstatic Dance Lab (an online hub for experimentation), Ecstatic Dance Leadership (training programs, mentorship and membership for leaders), and more.
- Managed and led various tight-knit teams, from core team at Ecstatic Dance Oakland to event-specific distributed teams, including collaborating with both creatives and technical sound engineers.

Ecstatic Dance Oakland
Co-Founder / Experience Designer

Oakland, California
May 2008 - June 2019

- Designed, produced and managed over 1,000 events in 12+ years, including weekly 300 person events, quarterly special events, and annual student retreats.
- Acted on vision to develop successful business from the ground up during significant financial downturn in 2008, proudly earning recognition as the world's largest weekly conscious dance event.
- Grew event from 33 attendees to 300 each week and reached \$250K in annual revenue. Business broke even in 6 months and was profitable in less than a year.
- Developed streamlined processes, systems, and KPIs, designing all forms, visuals, copy, manifesto, ethics code, marketing materials, and strategies to goal achievement.
- Cultivated a passionate community that served as the inspiration for the creation of 150+ events worldwide.
- Hired, trained, and led a dedicated team of 5 part-time staff, 12 DJs and 20+ volunteers.

Lane Bryant
Apparel Designer

Columbus, Ohio
2005-2007

- Member of tight-knit denim team. Partnered with PM, technical designer and buyers. Collaborated with merchants, marketing teams and international offices to bring 45 unique apparel styles to market each season.
- Drove design and initial production of multiple styles for \$50M denim separates business.
- Traveled extensively to Asia to partner with international teams to ensure large-scale deliverables and razor-thin deadlines were met - within tight budgets.
- Utilized customer and market research, customer and user feedback and competitive analysis to identify a new market, then designed a 12 piece custom collection for southern stores during rodeo season.

Talbots
Associate Apparel Designer

New York, New York
2003-2005

- Designed and managed all woven and knit scarves and sleepwear. Worked collaboratively with six departments, outside vendors, and overseas offices to ensure high quality products that coordinated with all store offerings.
- Grew accessories business 20% through diligent focus on identifying trends and capitalizing on opportunities.
- Delivered additional sales of 3,000 items weekly by helping to identify and develop 3 new, untapped categories.

TECHNICAL & FUNCTIONAL SKILLS

- Photoshop, Miro, Wordpress, Google Apps, Google Analytics, Microsoft Office Suite, Mailchimp, Screenflow
- User Research, Experience Strategy, Copywriting, Content Strategy, Storytelling, Collaboration, Communication

EDUCATION

B.A., Fashion Design
GPA 3.8

Kent State University
Graduated in 2002

- Runner up in CFDA Design Scholar award competition (out of thousands of applicants from over 22 countries)
- Internship at Target Headquarters in Women's Apparel

ADDITIONAL INFORMATION

- Graduate of Udacity's *Nanodegree in User Experience*, June 2020
- Enrolled in IDEO's *Introduction to Human-Centered Design*, completion July 2020
- Member of *The 108 Conscious Business Collective*, August 2017 - 2019
- Founder and President of *Friends in Business Mastermind*, July 2015 - 2019
- Graduate of *Marie Forleo's B School*, October 2016
- Graduate of *Renaissance Entrepreneurship Center, 12 Week Business Planning Course*, August 2015