Emilia Grillasca

Brand Strategy · Marketing · Creative Direction

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I build brands from why people choose. A background in psychology, classical ballet, and film direction, paired with analytics, makes the work both beautiful and measurable. Featured in *AQUA Miami* and *Miami New Times*.

EXPERIENCE

Founder & Artistic Director, *The Gentle Barre Project*

Jan 2026 – Present · Miami

- Built an adaptive dance brand from zero with no paid advertising: positioning, identity, website, social, partnerships, and press.
- Secured **2 partner locations from 3 meetings** (Adrenaline Dance Company, Lemon City Collective) and **Yerba Madre** as launch sponsor.
- Earned a four-page feature and cover line in ***AQUA Miami*** and a spotlight in ***Miami New Times*** in year one.
- Generated **73,500+ organic Instagram impressions** in six months, reaching 8,990 accounts, 55% of them non-followers.
- Built thegentlebarreproject.com with SEO, Google Analytics, Search Console, and Mailchimp email marketing.
- Lead the team and built a teaching-artist training program, with a curriculum reviewed by a Board Certified Behavior Analyst.

Creative Director & Filmmaker, *Independent*

2025 – Present · Miami

GEEKS, original short film · co-creator, co-writer, and co-director, with Eric Corbin

- Commissioned by the **City of Miami Beach**; produced by **FANGORIA Studios** and **WEG Films**.
- Led a crew of about twenty on location at the Colony Theatre and the beach.
- Led promotional strategy and partnerships: co-marketing across up to five partner accounts: **49,000+ views** across four collaborative posts.
- Panelist at **The Bass**; premiered at SoundScape Park, sponsored by **Tony's Chocolonely**.
- Directed the companion music video, "Mean What You Say," for Homicide Jenny.

Interior States, original film series · creator and director

- Three short films on Freud's id, ego, and superego: concept, art direction, styling, and sound design, with Miami's leading creatives.

Senior Behavior Technician & Training Lead, *Behavior Analysis Inc.*

2019 – Present · Davie, FL

- Promoted to Training Lead; develop onboarding and training for new technicians, with the highest new-hire training rates in company history.
- Analyze behavioral data to measure outcomes and inform decisions across multidisciplinary teams.

CREDENTIALS

Google Analytics Certification
Google Skillshop · 2026

Google Digital Marketing & E-commerce
Professional Certificate · 2026

B.A. Psychology, minor in English
Florida International University · Shakespeare Birthplace Trust, Stratford-upon-Avon

Classical ballet
American Ballet Theatre training · Award-winning dancer and choreographer

EXPERTISE

STRATEGY	Brand strategy, positioning, go-to-market, partnerships, events
ANALYTICS	Google Analytics, Search Console, SEO, Meta Business Suite
MARKETING	Social strategy, email marketing (Mailchimp), press
CREATIVE	Creative and art direction, film direction, styling, sound
TOOLS	Canva, DaVinci Resolve, CapCut, Netlify, Google Workspace