

Leslie Danielle Rose

EDUCATION

Xavier University of Louisiana, New Orleans, LA

Bachelor of Arts in Mass Communication, May 2005; Minor: Creative Writing

EXPERIENCE

Founder and Chief Operating Officer, April 2019 – Present

CreActiv, LLC, Baton Rouge, LA

An activism-based arts organization with the mission of promoting and producing programming that heightens awareness, raises funds, and/or supports important issues through the use of the arts and partnerships. Current programs include The Picture of Health – an invisible illness awareness photo project; and Louisiana Artists for Puerto Rico – a series of arts events to benefit restoration of the island of Puerto Rico following Hurricane Maria. Produced and hosted a Louisiana Artists for Puerto Rico event in partnership with the Baton Rouge Gallery featuring 26 performance and visual artists. Raised \$2000 on a \$0 budget to benefit Americas for the Conservation and the Arts' PR Resilience Fund to support El Departamento de la Comida's mission to restore 200 farms on the island in 24 months.

Public Relations Consultant, Black Out Loud Conference, LLC, August 2018 – Present

Design and implement photo marketing projects, press campaigns, and web materials; processes include advising, writing, and photography. Create and promote programming for on-going mission of celebrating black visibility in select fields of work. Served as media liaison and marketing assistant for inaugural conference in August 2018 which yielded more than 200 attendees. Featured speaker on the 'Artrepreneurship' panel at the 2018 Baton Rouge Entrepreneurship Week.

Contributing Writer, May 2012 – Present

Various Publications, Baton Rouge and New Orleans, LA

Contribute arts, entertainment, and lifestyle articles and photos to engage new readership across demographics for area magazines with combined average circulation of 200,000. Specialization: marginalized communities, black arts, and international affairs. Publications: *Red*, *The Advocate*, *Country Roads*, *City Social*, *The Jozef Syndicate*, [225], *Where Y'at?*, *Baton Rouge Parents Magazine*, *Pink & Blue*.

Founder/Operator, August 2009 – Present

Reminisce Photography & Media, LLC, Baton Rouge, LA

Provide traditional photography services. Design and implement press campaigns for performing artists, politicians, and non-profit agencies. Plan and execute promotional materials for clients, including high resolution documentation, head shots, tear sheets, and portfolios. Services include bio and resume writing, development of marketing plans, drafting and creation of five-year and goal-setting plans, and media training. Clients have been featured in a variety of media, including MTV, Blavity.com, Atlanta Black Star, For Harriet, The Huffington Post, *The New York Times*, Democracy Now (PBS), BBC, *The Advocate*, WAFB, WBRZ, BRProud, [225], DIG, WGNO, *Where Y'at?*, NOLA.com, *Country Roads*, Louisiana Public Broadcasting, and *The Drum*.

Public Relations Consultant/Teaching Artist, 2011 – 2017

Forward Arts, Inc., Baton Rouge, LA

Assisted Marketing Director with communications, including press releases, photography, and media outreach; Coached Broadmoor High School Slam Team, 2007 ALL CITY Teen Poetry Slam, (Spirit of the Slam Award winners); Guest facilitator various workshops, including "Ripped from the Headlines," an original workshop to instruct participants to create media/news-inspired poems using

local newspapers as the source with the overall objective of creating politically-charged poetry and garnering a better understanding of the how media work. Awarded Sue Weinstein Excellence in Volunteerism Award in 2015.

Artistic Staff/Featured Performer, November 2014
“Love, Whitney,” New Venture Theatre, Baton Rouge, LA

Wrote two poems for choreography and performed one poem.

Teaching Artist, November 2014
Arts Council of Greater Baton Rouge, Baton Rouge, LA

Taught journalism to children ages 4-9 at the 2014 fall Arts Blast where a newsletter was designed from their three day coursework. Listed on roster for other teaching opportunities.

Contributing Writer, July 2013 – July 2015
614 Media Group – *DIG Magazine*, Baton Rouge, LA

Contributing writer/photographer for the entertainment and city sections, specializing in coverage of black arts, LGBTQ community, and international affairs. Notable interviews: Chris Tucker, Charlie Murphy, Run the Jewels, Leann Rimes, and Bootsie Collins. Circulation: 40,000.

Teaching Artist/Mentor Coordinator, April 2009 – May 2010
Big Buddy Program, Baton Rouge, LA

Curated youth-friendly curriculum to teach journalism writing workshops and facilitate a student-created newsletter at the T-Steps middle school mentoring program. As mentor coordinator, cultivated mentor-to-mentee match relationships and activities, taught in-school workshops, facilitated a meet-and-greet between elementary group and movie star, Cuba Gooding, Jr. on the set of “Ticking Clock,” and resumed full operations of a defunct departmental newsletter that included writing, photography, and pagination using QuarkXPress.

SELECT PERFORMANCES – *Performances as a featured poet unless otherwise noted*

- Finalist, Texas Slam Regionals, Austin, TX, with Team Eclectic Truth
- Louisiana Earth Day Festival, Baton Rouge, LA
- Louisiana Book Festival, Baton Rouge, LA
- Teaching Artist, 8th Annual Arts Fest, Baton Rouge Community College, Baton Rouge, LA
- Representative, 2014 Women of the World Poetry Slam, Austin, TX (Ranked 24 of 72 poets)
- Dialogue on Race, Baton Rouge, LA
- “Profile of a Black Woman,” Southern University and A&M College, Baton Rouge, LA
- Building a Better Me Women’s Program, Xavier University of Louisiana, New Orleans, LA
- Community Radio WHYR 96.9 RadioPalooza Festival, Baton Rouge, LA
- Art Melt, Baton Rouge, LA
- Fairy Tale Exhibit, Louisiana State University Museum of Art, Baton Rouge, LA
- 2011 National Poetry Slam, Boston, MA with Team Eclectic Truth, Advanced to Group Piece Finals
- 2014 National Poetry Slam, Oakland, CA, with Team Eclectic Truth.
- Houston V.I.P. Slam, Houston, TX
- Red Dirt Poetry Slam, Oklahoma City, OK
- Art Amok Poetry Slam, Atlanta, GA
- Jersey City Poetry Slam, Jersey City, NJ

- “Growing Pains,” A Passion Dance Center Production, New Orleans, LA

SELECT PUBLICATIONS

Rose, Leslie D. "Criminal Minded." St. James Encyclopedia of Hip Hop Culture, edited by Thomas Riggs, St. James Press, 2018, pp. 99-101.

Rose, Leslie D. "Native Tongues." St. James Encyclopedia of Hip Hop Culture, edited by Thomas Riggs, St. James Press, 2018, pp. 311-314.

Rose, Leslie D. "The Northeast." St. James Encyclopedia of Hip Hop Culture, edited by Thomas Riggs, St. James Press, 2018, pp. 329-333.

Rose, Leslie D. "Rap as Marketing, Advertising, and Branding." St. James Encyclopedia of Hip Hop Culture, edited by Thomas Riggs, St. James Press, 2018, pp. 383-387.

The Newsroom, 2015, Next Left Press

[“How not to Cry when Reporting the News,”](#) *IndieFeed Performance Poetry*.

[“American Hallucination”](#) – Social Justice Open Mic, Oakland, CA, *Making Contact*.

[“Conversations with my Drunken Brother,”](#) *Passages North*.

[“Heroin\(e\),”](#) *IndieFeed Performance Poetry*.

[“Scrapbooks,”](#) *IndieFeed Performance Poetry*.

[“Jazz Hands,”](#) *IndieFeed Performance Poetry*.

[“Daddy’s Big Girl,”](#) *IndieFeed Performance Poetry*.

VOLUNTEER EXPERIENCE

Oral Historian, Arts in Medicine program, May 2019 – Present
Baton Rouge General Medical Center, Baton Rouge, LA

Member, Board of Directors, August 2018 – Present
AROA (youth magazine), Baton Rouge, LA

PRESS

[Artists filling in the gaps: South Louisiana artists band together to benefit Puerto Rico,](#) *The Advocate*, 2018

[Poetic Pair BR – couple to showcase poetry,](#) 2015

[Xavier names 40 under 40 award recipients,](#) 2015

[Local poets to represent Louisiana at international slam,](#) *The Drum*, 2014

[The True BR Series,](#) *The Advocate*, 2014