

Marcella Bluth-Rosenberg  
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## EDUCATION

**Wayne State University** | Detroit, MI | *Bachelor of Arts* | Major in Communication Studies | Graduated 2020

**Boston University** | Boston, MA | *Masters of Food and Gastronomy* | Expected Graduation 2025

## EXPERIENCE

- Pilot Light**, Remote - Snack Time Explorers *Program Coordinator* 2023 – present
- Worked with school districts to recruit teachers to join Snack Time Explorers (STE) Lead Teacher Cohort
  - Coordinated the implementation and development of curriculum and professional development workshops
  - Assisted in program evaluation by utilizing Qualtrics and qualitative data tools to report to stakeholders
  - Created supplemental materials to aid in program promotion, expansion, and retention
  - Conducted in-person site visits to participating schools across Chicago, Indiana, Michigan, and Tennessee
  - Joined the DEIA committee and spearheaded a DEIA Townhall event series
- Mint Artists Guild**, Detroit, MI - *Program Coordinator* 2023 – 2023
- Assisted with the planning and implementation of the Mint Creative Summer Jobs program
  - Developed new partnerships which resulted in youth mentorships, donations, sponsorships, and workshop events
  - Led administrative tasks, organized and maintained records, created documents, drafted communication templates and strategies and prepped for bi-weekly meetings
  - Worked on the annual fundraiser and traveling young artists exhibit
- The Museum of Food and Culture**, Remote - *Community Intern* 2022 – present
- Curated public-facing copy for rotating virtual exhibits
  - Assisted with strategic planning meetings and curriculum building for SBPS - Cooking to Celebrate Cultural Heritage program
  - Increased “Round Table” member community engagement
- Detroit Phoenix Center**, Detroit, MI - *Outreach & Program Manager* 2021 – 2023
- Managed the goals and objectives related to communication strategies to ensure the successful launch of a new app, fundraising campaign, website update, and podcast debut
  - Supervised a broad range of community relations efforts, including the establishment of new partnerships, youth-oriented programming, youth partnerships, internships, scholarships, volunteer coordination, and service learning projects
  - Co-created programming and curriculum for our Workforce Development Program, After School Enrichment Programs, and Youth Advisory Boards
- MBA Schooled**, Remote - *Community Manager* 2021 – 2023
- Created a virtual, membership-based network that received access to exclusive webinars and facilitated meaningful feedback on programming
  - Assisted with all digital communications, event logistics, and content development, including interviewing alumni for the *Life After Business School* blog series
- Detroit City Club Apartments, CBD**, Detroit, MI - *Social Programmer, Concierge* 2021
- Created and executed events catered to residents, including piloting a series called ‘MonYays’ to boost resident morale at the beginning of the workweek; coordinated with local businesses to provide exclusive discounts
  - Adapted quickly to the customer service aspects of the hospitality industry through concierge work, building relationships with both current and potential residents

- Was the primary communicator for all residents on behalf of the management team

**Repair the World, Remote/Detroit, MI - *Serve the Moment Corps Member (Social Media)*** 2020

- Worked with Freedom House Detroit on their 'Voices of Freedom' virtual gala and 'Home Is' campaign
- Assisted in creating collateral for social media and analyzed creative content to optimize partnerships

**Hazon Detroit and JOIN Internship, JVS, Bloomfield Hills, MI - *Intern*** 2019

- Designed and implemented programming initiatives surrounding sustainability, geared toward families
- Assisted in the planning and execution of Hazon's Annual Michigan Jewish Food Festival through collaboration across all organizations within the Jewish Federation of Metro Detroit; the festival attracted roughly 7,000 visitors

**I21C, Remote - *Digital Ambassador*** 2018 – 2020

- Reviewed articles and applied strategic social media placements to gain exposure, interaction, and form a virtual community
- Worked with team members on year-long projects to boost website viewership and recruitment of Digital Ambassadors
- Accumulated over 5,500 views on various videos on the team's Facebook page, 'Creating Coexistence'

## LEADERSHIP & EVENTS

**ADL Glass Leadership Institute – ADL** 2022 – 2023

- Attended monthly workshops to learn how to combat hatred and bigotry in communities
- The institute culminates with the National Leadership Summit in Washington D.C., to meet with experts and advocate with legislators on Capitol Hill

**Moishe Pod Detroit – Moishe House** 2021 – 2022

- Created and hosted 3 Jewish-themed programs for Young Jewish Professionals in Detroit
- Initiated partnerships and marketing campaigns to generate exposure and growth in the community

**Consultant/Coordinator – Deviate Fashion Show** 2020

- Assisted, directed, and executed Deviate's fall fashion show
- Consulted on all aspects of the show including the visuals, model rehearsals, and set-up

**Founder and Director – Green is the New Black (Sustainable Fashion Show)** 2019

- Created, directed, and executed Detroit's first sustainable fashion show on a \$0 budget; attendance exceeded 200
- Collaborated with 13 local designers, stylists, and organizations that contributed clothing, accessories, and personnel

**President – Jewish Student Organization at Wayne State University** 2019 – 2020

- Led executive board and general body meetings every week
- Coordinated and hosted multiple events, including an Interfaith Panel that brought together 4 different faiths; over 70 people attended, 60 of whom signed up as bone marrow donors during the event

**Girls Night – Creator and Coordinator** 2018 – 2020

- Planned and executed programs centered around female empowerment, community, and education
- Received a \$4,000 grant from The Jewish Women's Foundation to continue the program regularly

## RESEARCH

**Senior Seminar Research Project Wayne State University, Communication Studies Department** 2020

- Interviewed and recorded experiences from over 50 brides affected by COVID-19, including multiple faiths and more than 6 countries

- Analyzed findings using communication theories such as *interpersonal communications* and *advice-giving and receiving*, resulting in a 12-page research paper based on all team findings

**References are available upon request.**