

# Weezie Krawcheck

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*A wide variety of entrepreneurial interests bolstered by 11+ years of sales, marketing and relationship development experience is a lethal combo for this serial entrepreneur, whose vicious forays into business are punctuated by social activism, fostering interpersonal connection and the celebration of life-long learning.*

## Core Skills

Adobe Creative Suite  
Social media strategy  
Website development  
Creative direction

Storytelling & branding  
Social media strategy  
Event planning & curation  
Media production  
Relationship management

Multimedia Sculpture  
Painting (acrylic)  
Ceramics (abstract)  
Jewelry-making  
Artist management

## Recognition

"Inspiring Conversations", SC Voyager interview, 2024  
"Changing the Game", published in Plateau, 2022  
Partnership with Beyond Our Walls, Inc. 2021 - 2024  
Column for Coulture Magazine, Chapel Hill, 2018  
Signed to Millie Lewis Modeling Agency, 2023  
"Best Guest Feedback" award from Sorelle in first 2 months



**Chief Executive Officer**  
January 2020 - Present

## Experience

- Formed Butterfly Tutoring, LLC based on trainings in the Orton-Gillingham approach and Art Therapy methodologies.
- Privately tutored 100+ students over five years, raising reading level by three grades on average within three months of tutoring.
- Curated curriculums and taught personalized homeschool programs for children in kindergarten through eighth grade.
- Held a free, yearly Art Therapy summer camp at Beyond Our Walls for 150+ Title I students from 2021 through 2023.

## ECO Runways

**Chief Financial Officer**  
January 2022 - February 2024

- Spearheaded financial planning and brand development of ECO Runways, a sustainable, fashion event planning company.
- Led art direction for all photoshoots and events, managing a team of 14 assistants, model managers and interns.
- Coordinated all fundraising initiatives, developed pitch deck for investors and brought new revenue streams to fruition.
- Acted as lead model during all three runway shows, directing more than 150 models and 30 designers through each uniquely-themed, charity runway at historic South Carolina Society Hall.

## Daymaker

**Partner Success Lead**  
April 2017 - August 2020

- Developed relationships with corporate and non-profit partners at Daymaker Giving, an online giving platform for children in need.
- Led marketing, social media, graphic design and front end coding initiatives, working alongside CEO to curate distinct brand voice.
- Managed database of more than 150 non-profits, encompassing 15,000+ individual profiles of children and families in need.
- Created a national mailing system, shipping over 10,000 gifts and supplies to non-profit partners within the first year of business.

## Iris Nova

**Sales Operations Manager**  
February 2019 - December 2019

- Spearheaded relationship management with 300+ accounts throughout the United States, personally closing 50+ new accounts.
- Curated all influencer and public-facing events in the NYC territory, creating marketing materials to promote each event on socials.
- Managed a four person sales operations team and coordinated product deliveries to accounts in all territories.
- Assisted with private event production and creative direction at DIRTY LEMON's speakeasy bar concept in Tribeca.
- Onboarded 5 new CPG brands to Iris Nova's distribution portfolio, coordinating product implementation at all aligned accounts.

## Other Roles and Responsibilities

Founder, **CRAFT+** @[craft.chs](https://craft.chs)

*A boutique event planning agency centered around sustainable practices, that aims to **Curate Relationships** at the intersection of **Art, Fashion and Technology**. We donate a percentage of all event profits to local charities.*

**Chairman of the Board**  
**Beyond Our Walls, Inc.**  
North Charleston, SC  
2021 - 2023

**Hospitality Experience**  
Yacht Steward, **Charmed Life Charters**  
Server, **Sorelle**  
Offline Editor, **Glossier**

## Education

**University of North Carolina, Chapel Hill**  
BA in Political Science, 2018  
Minor in Social Entrepreneurship  
3.62 GPA, Deans List 6/8 Semesters  
Political Science Honor Society

### **Institute for Multi-Sensory Education**

Orton Gillingham Training Practitioner Certification, 2020  
50 hours of volunteer tutoring at Blue Ridge in Cashiers, NC

### **Outward Bound Colorado School**

Instructor Certification (Communication Intensive), 2017  
Wilderness Advanced First Aid, CPR Certification