
ALEXANDRA MEFFERT

Born: Düsseldorf, Germany
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EDUCATION

- 2018-Current **HEINRICH-HEINE UNIVERSITÄT, DÜSSELDORF**
PhD Candidate for Art Market Studies, BWL, insb. Marketing
- Mar. 2017 **SOTHEBY'S INSTITUTE OF ART, NEW YORK, NY**
Master of Arts in Art Business, graduating in December 2016
Courses in Art Law, Art Business (Finance, Accounting, Entrepreneurship, Economics), Appraisal, New & Emerging Markets, International Art Market, Collection Management, Art Market Research
- Feb. 2015 **HUMBOLDT-UNIVERSITY OF BERLIN**
Bachelor of Arts in History of Arts (Major), Business Administration (Minor)
- Jul. 2011 **GOETHE GYMNASIUM DÜSSELDORF**
Bilingual Abitur (Majors: English and Art; Minors: Mathematics and History)
- Jun. 2005 - Jul. 2011 **SCHOOL OF ARTS: KUNSTSCHULE WERKSETZEN DÜSSELDORF**
Painting & drawing classes with artists Uscha Urbainski & Jörg-Thomas Alvermann
- Jul. 2008 - Apr. 2009 **WESTERN SPRINGS COLLEGE, AUCKLAND, NEW ZEALAND**
Courses in Photography, Graphic Design, Fine Art, Textile

WORK EXPERIENCE

- Mar. 2022 - Current **LIGHT SPACE MOVEMENT ECO-LUXURY RETREATS**
Yoga, mindfulness & wine retreats in Sicily w/ Planeta Winery;
planning, programming, sales, client relations, leading classes & workshops, PR
- Oct. 2018 - Current **LIGHT SPACE MOVEMENT STRALA STUDIO, FOUNDER**
Studio for Movement & Yoga, leading classes, workshops, events & YT trainings
- Aug. 2014 - Current **WILDPALMS, CO-FOUNDER**
WILDPALMS MEFFERT SANGUINO GbR, DÜSSELDORF & WILDPALMS AMERICANA LLC, NEW YORK
Co-founded the company; curating, managing and executing exhibitions; artist liaison (intense studio presence, finding suitable residency, grant and award programs); sales of artworks; consulting collectors; participation at Untitled Miami 2016, 2017 and upcoming 2018, as well as DC Open 2018; networking at Art Fairs including FIAC Paris, Art Basel Miami, Art Brussels, Art Düsseldorf, ABC Berlin, Art Cologne, Frieze NY & London, The Armory NY, Zona MACO Mexico City, TEFAF Maastricht;
- Jun. - Nov. 2014 **KUEHLHAUS BERLIN, INTERN**
Build and improved social media presence, manage contacts, developed online marketing campaigns for exhibitions, performances, auctions and events to reach more audience and press, organized art auctions in cooperation with Paddl8 in NY, acquired buyers and organized transportation, art handling for exhibitions
- Dec. 2011-Oct. 2013 **IZAIO BERLIN, ANGELS PARIS, METROPOLITAN PARIS**

Fashion week Paris, Berlin; work experience as a Model closely with buyers, photographers, designers, creative directors, makeup artists, stylists and agents

Apr. 2010

SCHALTEN & WALTEN WERBEAGENTUR GMBH (ADVERTISEMENT), DÜSSELDORF, INTERN

Designed and created a website and logos, Photoshop

OTHER EDUCATION

2013 - current

YOGA & MOVEMENT GUIDE

2015: 30hr Meditation Workshop at Yoga Delta, Berlin; 2016: Intensive Training at Strala Yoga, New York; 2017: 300+hrs Advanced Leadership Training (incl. Yoga, Tai Chi and Shiatsu) at Strala Yoga, New York; 2018: Intensive Training at Strala Yoga Amsterdam; 2019: 200+hrs Ready-to-Lead Training at Strala Yoga, Miami; 2019: 100+hrs Relaxation Response at Strala Yoga Training, Sundance; 2019: Barre Teacher Training, Düsseldorf, 2020: 100+hrs Ready-to-Train Strala Yoga Training, Online, 2021: 20hrs Surf Training, France, 2022: 20hrs Surf Training, France

LANGUAGES & HOBBIES

- German Native proficiency
- English Bilingual proficiency
- French, Spanish, Italian Elementary/intermediate proficiency

- Yoga, Movement, Surfing, Nutrition & Health, Arts and Culture Travels