

PROFESSIONAL EXPERIENCE

Membership and Communications Manager, June 2017 – present

California Association of Museums

- Manage CAM's communications channels and develop strategies to evaluate their effectiveness
- Draft content for newsletters, emails, social media, and print collateral
- Solicit and manage sponsorships and advertising from CAM's business members; spearhead the annual conference sponsorship program and engagement strategies
- Lead Membership Committee, facilitate committee meetings, and set meeting agendas and work plans
- Supervise the work of contract copywriters, graphic designers, and Administrative Coordinator (on communications-related tasks, e.g. email marketing and social media implementation)

Adjunct Educator, July 2016 – present

San Francisco Museum of Modern Art - San Francisco, CA

- Support the work of SFMOMA's Education and Public Practice department in its 3 core program areas: Public Dialogue, School Initiatives, and Performance & Film
- Implement participatory workshops, artist lectures and performance events, including production assistance, behind-the-scenes administrative tasks, and public engagement with museum visitors
- Facilitate hands-on studio workshops for all ages and lead gallery tours for K-2 school aged visitors
- Assist with project management of higher education guided and self-guided tours including correspondence with instructors and museum guides, and scheduling using Asana, Tessitura, and Artifax

Co-Founder & Director, November 2011 – present

Stairwell's - San Francisco Bay Area

- Direct collaborative project that produces experiential art programs in the SF Bay Area and beyond
- Manage program budget (monthly cash flow, profit and loss statement), artist contracts and honoraria
- Create online fundraising campaigns and maintain deadlines for ongoing grant applications
- Generate content, design and layout for project website; create email marketing campaigns, and produce content for dedicated social media accounts (Facebook, Instagram, Twitter)

Program Manager, Curatorial Practice & Social Practice Graduate Programs, January – August 2015

California College of the Arts - San Francisco, CA

- Managed program budgets, contracts and hiring arrangements for visiting faculty
- Coordinated events on and off campus, including thesis exhibition and symposium, student field trips
- Advised graduate students on curriculum requirements and sequencing, and registration procedures
- Oversaw all department marketing collateral, social media accounts, and presence on CCA website
- Hired and supervised graduate work study staff and outside vendors (catering, event rentals, etc.)

Assistant Director, December 2013 – January 2015

Southern Exposure - San Francisco CA

- Oversaw day-to-day finance, bookkeeping, accounts payable/receivable, general operations, and project budgeting for nonprofit arts organization with \$700k annual operating budget
- Strategically developed individual giving program for members and donors giving at levels up to \$1,000
- Coordinated Alternative Exposure regrating program, managed grant writing and reporting
- Managed planning and execution of major fundraising events such as annual art auction, Monster Drawing Rally live drawing event, SoEx member events and other donor cultivation opportunities
- Served on Individual Donor Committee, Earned Income Committee and Annual Auction Committee
- Supervised Development & Events Intern, Grants Intern, Arts Administration Intern and volunteers

Co-Director, November 2011 – May 2015

Royal NoneSuch Gallery - Oakland, CA

- Managed operating budget and met fundraising goals through targeted campaigns and events
- Oversaw communications schedule, events calendar, social media accounts, and email newsletter
- Team curated 8-10 annual exhibitions featuring Bay Area and national visual artists and coordinated associated gallery events (receptions, film screenings, artist lectures, and workshops)

Carey Lin

Marketing Project Leader, November 2012 – November 2013

Exploratorium - San Francisco, CA

- Led marketing projects for science museum's major expansion and relocation, including opening events management, communications planning, and creative direction of digital and print collateral
- Developed expansion campaign message strategies and managed design projects
- Oversaw community outreach and led participation at trade shows, festivals, and conferences
- Expanded museum audience through targeted cross-promotions with area businesses, SF Bay Area cultural institutions and collaborations with Membership department
- Supervised Marketing Assistant, Marketing Intern and volunteers

Membership Sales Coordinator / Member Events Manager, October 2009 – November 2012

Exploratorium - San Francisco, CA

- Programmed and implemented all aspects of science museum's 6 large annual member events, including in-kind donations, permits, contracts, budgeting, catering, security, and management of up to 80 volunteers and staff per event
- Increased member engagement and grew membership base from 10,000 to 15,000 households over a 3-year period through strong renewals, high onsite conversions, and new acquisition campaigns
- Wrote copy for monthly member e-newsletters, dedicated e-blasts, and members quarterly magazine; provided creative direction for fundraising collateral and worked with in-house and contract designers
- Supervised 8 part-time and full-time membership sales staff and developed incentive programs to increase onsite membership revenue and member conversion rates amongst general museum visitors

Membership Associate, September 2009 – December 2010

Asian Art Museum - San Francisco, CA

- Fulfilled member benefits and assisted with planning and implementation of member events
- Provided onsite services to museum members and promoted membership to general visitors

Assistant Director, August 2007– August 2008

Tony Wight Gallery - Chicago, IL

- Oversaw daily operations for commercial art gallery representing new and emerging national and international artists, including supervision of 2 gallery assistants and 3 interns
- Conducted artwork sales, managed bookkeeping and operating budget, and managed all aspects of gallery participation in 3 International art fairs in Chicago & Miami
- Implemented new CRM database (ArtSystems) to inventory all artwork, including archives & flat files
- Supervised Gallery Assistant and contract installation crews

EDUCATION

- M.F.A., Visual Art, University of Chicago, 2007; B.A., Studio Art, New College of Florida, 2004
- Coursework in Ceramics (Randall Museum, 2013-2016); HTML/CSS I & II (BAVC, 2012); Typography (BAVC, 2012); Letterpress (SF Center for the Book, 2011); Bookbinding (Berkeley Art Studio, 2010)

RELEVANT SKILLS

- Proficient in Mac/PC, Google Suite, Microsoft Office Suite, and Adobe Creative Suite
- Well-versed with project management software (Asana, Basecamp), databases (Tessitura, The Raiser's Edge, FileMaker Pro), email marketing tools (MailChimp and Vertical Response), and website management (WordPress, Squarespace, tumblr)
- Savvy with social media platforms (Instagram, Facebook, LinkedIn, Twitter)
- Strong working knowledge of web & graphic design principles, typography and basic HTML/CSS
- Excellent written and verbal communication skills plus spoken fluency in Mandarin Chinese