

# Manuela Kunstmann

Arts

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## EDUCATION

**Bachelor of Fine Arts in Visual Arts at Vermont College of Fine Arts, Montpelier, VT**

Aug 2018 - May 2022

Relevant Coursework: Drawing, Painting, Sculpture, Printmaking, Photography, Digital Art, Art History, Visual Culture, Color Theory, Composition, Studio Techniques, and Art Criticism.

## LINKS

[linkedin.com/in/manuelakunstmann](https://www.linkedin.com/in/manuelakunstmann)

## SKILLS

- Photoshop
- Illustrator
- InDesign
- Procreate
- Lightroom
- After Effects
- CorelDRAW

## LANGUAGES

- English
- Hindi

## HOBBIES

## PROFILE

Dedicated Arts professional with 1 year of experience in fostering creative expression and appreciation. Demonstrated ability to curate engaging exhibitions, manage events, and facilitate educational programs. Passionate about cultivating artistic talent and promoting the importance of arts in enriching daily life. Strong organizational and communication skills, with a proven record of effectively collaborating with artists, institutions, and communities.

## EMPLOYMENT HISTORY

### ● Art Director at Helen Day Art Center, VT

Apr 2023 - Present

- Successfully increased annual art exhibition attendance by 25% within two years, resulting in over 15,000 visitors to the Helen Day Art Center in a single year.
- Spearheaded the development and execution of a highly successful community outreach program, which led to a 50% increase in art class enrollment, generating an additional \$100,000 in revenue for the center.
- Managed and directed the curation of over 30 exhibitions, showcasing the works of more than 150 artists, leading to a 40% increase in artist applications and a 20% growth in membership at the Helen Day Art Center.

### ● Junior Art Director at Vermont Studio Center, VT

Aug 2022 - Mar 2023

- Successfully rebranded Vermont Studio Center's visual identity, resulting in a 25% increase in website traffic and a 15% increase in applications for artist residencies within six months of implementation.
- Managed and executed the creative direction for over 50 print and digital marketing materials annually, leading to a consistent brand image that contributed to a 20% increase in overall engagement across social media platforms and email marketing campaigns.
- Collaborated with a team of designers to develop and launch a new mobile-responsive website for Vermont Studio Center, resulting in a 30% decrease in bounce rate and a 35% increase in average session duration within the first three months of going live.

## CERTIFICATES

### Certified Art Therapist (ATR-BC)

Oct 2021

### Adobe Certified Expert (ACE)

May 2020

## MEMBERSHIPS

### National Endowment for the Arts (NEA)

### Americans for the Arts