



Event and Web Marketing

East Gallery, Taipei • 2008–current

Est. 1987, East Gallery is a founder of ArtTaipei and the Taiwan art Gallery Assoc.

- Artfair design and representation — event marketing
- design a web presence and landing pages using WordPress, HTML and CSS
- copywriting and criticism, editing, and collaborating EnglishMandarin translation
- deploy Google Analytics and Tag Manager
- representation: Shanghai09; Art15 London; ArtTaipei 2013, 2018; KIAF16,17,18

{ experience }

Brand Communications

University of Missouri–St. Louis, MARCOM • 2017–2018

- sr. media producer contracted for editorial design of UMSL alumni magazine
- design graphics for print, web, mobile, email and social
- collaborate with campus photographer on photoshoots
- manage vendor relationships and press checks
- design wayfinding and environmental graphics
- developed python coded solutions to speed graphic delivery by 250%

Brand Communications

University of Missouri–St. Louis, COE • 2015–2018

- design brand standards for COE initiative establishing business consulting and PD
- drive the success of products and events with design and marketing for print, web, mobile, email, social, blog, search, OOH, wayfinding and environmental graphics
- design web presence using WordPress, HTML, CSS and Bootstrap
- build out campaigns using tools to listen and engage: AdWords, Emma, Facebook, MailChimp, TweetDeck, WordPress
- collaborate with University Marketing and Communications to bring maximum messaging and brand coordination
- collaborate with administration, faculty, staff and outside partners to establish goals, messaging and budgets

Art Direction and Graphic Design

University of Missouri–St. Louis, PCS • 2003–2015

- develop 360-degree creative packages for event marketing
 - develop direct mail campaigns using annual reports, brochures and catalogs
 - establish graphic standards for internal clients
 - manage client, media and print vendor relations
 - manage collaboration with freelancers and external agencies
 - interviewing, mentoring staff and freelance designers
 - collaborate email and social media campaigns using Emma, Twitter and Google Analytics
- UPCEA design awards: 2013, 2011, 2010, 2006, 2005

{ education }

University of Missouri St. Louis, MA; museum studies

Carnegie Mellon University Pittsburgh, BFA; sculpture, product design

{ skills }

- 8y+ fast-paced, team-oriented
- 8 + Adobe InDesign
- 8 + graphic design
- 8 + contemporary art
- 8 + organizing design assets
- 8 + participating in marketing and communications strategy
- 4 Wordpress
- 4 Google Tools/Analytics
- 4 Supervising
- 4 assisting with audience and market research
- 4 talent coordination
- 3 email and lists
- 1y...Mailchimp 2y...Emma
- 2 museum sector
- 2 social media, institutional
- 6M Java, Javascript, MySQL
- 1Y collaborating on advertising strategy and media buys

{ membership }

Toastmasters Int'l
 • 2017–current

{ cultural }

St. Louis
 Mercantile
 Library
 • fellowship 2013 –2014