

Mor Shmueli

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based in London, E17 8JL

Mor is a front-end developer with a multidisciplinary background in art and communication. She's a versatile, supportive and proactive team member with a keen eye for detail whilst upholding the highest standards of customer service excellence, whether working as part of a team or independently.

SKILLS:

Customer service	HTML/CSS/JavaScript	CRM
UX design	Languages (Italian,English)	Public speaking

Working experience:

- **Gallery Manager | ArtSect Gallery | Apr - July 2021**
 - Developing the marketing and branding identity of the first phygital gallery in East London.
 - Organising and helping curate the first exhibition held at the gallery.
 - Liaising with artists and being the point of contact for any inquiries regarding the production of exhibitions at ArtSect Gallery.
- **Marketing and Production Assistant at Raspberry Dream Labs & Land | 01 Sept. 2020 - April 2021**
 - Increased by 20% the company's online visibility by developing social media strategies and producing ad hoc content.
 - Developed creative strategies to boost the public interest in the upcoming metaverse with little contents available.
 - Maintaining communication between the technical, creative, and digital team by communicating clearly also when under pressure.
- **Gallery Liaison & Marketing Assistant | Mayfair Art Weekend (MAW) | Mar - July 2019**

Acted as the main contact for galleries and art institutions participating in the event by providing front-line support.

 - Managed the event's website by uploading the contents provided by all the participating galleries (exhibitions' details, talks & events, workshops information).
 - Liaising with developers to implement the changes needed for the new version of MAW's website.
 - Liaising with Marketing, PR, and external stakeholders in the promotion and advertising of the event.
- **Admissions Assistant | Sotheby's Institute of Art | London | Oct 2017 - Feb 2018**

In this customer-facing role, I managed the admissions process for three Master Programmes. Achievements include:

 - Implementing the communication system with prospective students by developing a cycle of automated emails using Pardot and Salesforce resulted in a more efficient and less time-consuming registration process.

- **Gallery Assistant, Montoro12 Gallery, Rome & Brussels | Feb 2017 - Jul 2017**
 - Covering front-of-house duties, sales inquiries, and any customer-related queries. Organized and managed the promotion, installation, and production of exhibitions by liaising with artists and stakeholders prior, during, and after the shows.
- **Senior Gallery Assistant, Hang-Up Gallery, London | Sept 2014 – June 2016**

Progressing from an internship position to Senior Gallery Assistant. Achievements include:

 - Implementing the stock system allowing easy and efficient location of artworks.
 - Managing the gallery's website by uploading or editing content on the backend as well as on multiple digital platforms optimizing the gallery's SEO.
 - Acting as Deputy Director during weekends opening hours and managing the gallery's interns.
 - CRM and data analysis improving the identification of serious collectors and pre-sales opportunities.

Freelance experience:

- **Artist Representative | STARTnet Art Fair at Saatchi Gallery | 21st - 25th Oct. 2020**

This was a customer-facing role whose tasks included managing the booth and offering the highest customer service by engaging with people and answering any of their queries.
- **Fair Assistant | Gormleys Fine Art, Dublin & Belfast| London Art Fair | 20th - 26th Jan 2020**

Working together with the Gallery's Director in the setting up and daily curation of the booth. Creating sales leads by interacting with existing and new collectors.
- **Fair Assistant | Aktis Gallery, Mayfair, London | PAD London | 28th Sept - 6th Oct 2019**

Fulfilled the Gallery Directors' PA responsibilities by assisting in the setting up, curation, and management of the booth, providing exceptional customer service, and dealing with sales.
- **Art Consultant & Curator | Nov. 2018 - Present**
 - Produced and curated 'Landscape' the solo exhibition by emerging artist Dávid Mèreny held at the Embassy of Hungary in London.
 - Managed MacMaris and Mo2Ma by securing their participation in two art fairs in Paris and Cap Ferrat, organized by Multi Art Events.

Education:

- ❖ **Successfully completed in the coding bootcamp for a front-end developer at [SheCodes.io](https://shecodes.io), online | July 2021 - October 2021**
- ❖ **UX Design course at The Interaction Design Foundation, online | June 2021 - Present**
- ❖ **MA in Contemporary Art, Sotheby's Institute, London| Sep 2015 – Sep 2016 | Graded: Merit**

My dissertation, titled "Lee Bul: Cyborgs, Monsters, and Flying Cities", offered a re-interpretation of the works by South Korean artist Lee Bul using Asian pop culture as a reference.
- ❖ **Semester course in Art & Business, Sotheby's Institute of Art, London, | Jan - May 2015**
- ❖ **Pg.Cert in Visual Communication, LCC, UAL, London | Jan - Dec 2013**
- ❖ **BA in Communication with major in Interactive Communication, IDC, Herzliya | Sep 2009 – Aug 2012**

Learning how technologies affect the way society communicates including principles of UX design and interaction design when building websites to broader media studies.