



# LAURA AYALA

## VITAL INFO

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## FUN FACTS

- Born and raised in The Bronx
- Light reading? Victorian Gothic novels & articles on post-mortem photography
- Edgar Allan Poe obsession fueled her senior thesis: *Love It To Death: Tracing Edgar Allan Poe in the Films of Alfred Hitchcock*
- Led "Highlights Tours" at The Metropolitan Museum of Art during Summer 2013 as a Mentoring Program Intern

## EDUCATION

**Bachelor of Fine Art, English Literature, Macaulay Honors College of Hunter College (CUNY), Magna Cum Laude**

August 2010 - May 2014 / New York, NY

Winner of a University Scholarship, a four year merit scholarship to Macaulay. Also named a National Conference on Undergraduate Research (NCUR) 2014 Speaker, Harvard University Latino Leadership Initiative Nominee, and a Jewish Foundation for the Education of Women Scholar.

Undergraduate internship sites include: *The New York Botanical Garden*, *The Bronx County Historical Society/Edgar Allan Poe Cottage*, *The Bronx Museum of the Arts*, and *The Metropolitan Museum of Art*.

## WORK EXPERIENCE

**Community Engagement & Marketing Associate, The Bronx Museum of the Arts**

September 2014 - April 2016 / Bronx, NY

Coordinated and executed marketing strategies for the museum's exhibitions and public programs, including management of website, weekly e-blasts, digital & print advertisements as well as printed collateral. Participated in outreach efforts to generate interest, cultivate partnerships, and inform the local Bronx community about available cultural resources.

**Boogie Project Manager, The Bronx Museum of the Arts**

February 2015 - September 2015 / Bronx, NY

Oversaw all aspects of production for the museum's second annual *Boogie on the Boulevard* event, a 3-day summer festival in which the center lanes of the Grand Concourse, the Bronx's major thoroughfare, were shut down for seven blocks and filled with free programming, classes, and giveaways for over 7,500 total attendees.

**Curatorial Intern, Colección Patricia Phelps de Cisneros**

March 2014 - August 2014 / New York, NY

Research assistant for the private art collection's contemporary art curator Sofía Hernández Chong Cuy. Conducted extensive digital and archival research in preparation for their annual art acquisition presentation.

## NOTEWORTHY SKILLS

Marketing/PR	Event Coordination	Public Speaking	Copyediting
Adobe InDesign	Microsoft Office	Excellent Communicator	
Fast Learner	Fluent Spanish	Motivator	Eternal Optimist

**\*REFERENCES AVAILABLE UPON REQUEST\***