

PROFESSIONAL SUMMARY

I am a mission-driven creative professional dedicated to social justice, sustainable agriculture, and the arts. Adept in the corporate, nonprofit, and academic settings, my degrees in organizational communication and photography complement a 20+ year project management and communication career focused in local food supply and the arts.

OPERATIONS / PROJECT MANAGEMENT

Hudson Valley Seed, Beacon, NY

2017-Present

Admin Manager

- General business management specific to project needs

Cold Spring Farmers' Market, Cold Spring, NY

2016-Present

Market Manager

- Maintain year-round all-weather non profit farmers' market logistics and accounts management
- Manage a culture of mutual respect between key market stakeholders to ensure effective operations
- Bookkeeping responsibilities include vendor and FMNP accounting, monthly reporting, and staff payroll

Purchase College, Purchase, NY

2009-Present

Digital Media Manager / Conservatory Coordinator / Photographer

- Coordinated events calendar for photo and video shoots campus-wide
- Managed and integrated archives for the office of Communications, incorporating images and video clips from multiple campus sectors, and outside photographers and videographers
- Managed all aspects of bookings and student and faculty travel for BFA Acting, LA showcase performances
- Facilitated personnel reviews, budgeting, payroll, and general business operations
- Served and chaired campus personnel search committees

Eileen Fisher, Inc, Irvington, NY

2007-2009

Communications Generalist

- Facilitated foundation awards, granting over \$300,000 annually to local and national nonprofit organizations and small businesses: facilitated grant meetings, maintained applicant correspondence and website updates
- Coordinated company holiday celebration, including catering and entertainment, and R&D and distribution of Earth Day gifts with living trees to over 800 employees in 50 locations

92Y, New York, NY

2000-2006

Production Manager

- Responsible for events, production materials, equipment rentals, press, staff, and artists' technical needs for 7 producing departments, four on-site, and two off-site venues – 350 shows per year
- Managed recording releases and archives for all shows produced by 92Y
- Negotiated all aspects of Kaufmann Concert Hall rentals including scheduling, contracts, event insurance, accounts receivable, ticketing, and staging requirements

COMMUNICATION AND OUTREACH

Cold Spring Farmer's Market, Cold Spring, NY

2016-Present

- Manage vendor recruitment and applications, and social media marketing
- Increased Instagram followers by 400%, created #csfmmeal hashtag to entice shoppers with recipe ideas
- Supervise the marketing and program coordinator in strategies and development
- Drive the annual business sponsorship campaign – identifying new business, non-profit, and cross-promotional opportunities – expanded Business Sponsorship outreach by 25%

Purchase College, Purchase, NY

2009-Present

- Primary performance and campus photographer, recruited and directed reliable team of student photographers through mentorship and open communication
- Design direction, copy-editing, and website content management of marketing and PR collateral for recruitment, student portfolios, and website

Eileen Fisher, Inc, Irvington, NY **2007-2009**

- Coordinated and conducted confidential interviews with department directors to establish individualized focus for professional development

92Y, New York, NY **2000-2006**

- Liaised with local and federal agencies including NYC cultural and education departments, International Delegates, and the U.S. Secret Service
- Served as artist assistant, acting as organization rep to well-known performers during annual gala

VOLUNTEERISM

City of Beacon, Beacon, NY **September 2017 – Present**

Conservation Advisory Committee

Common Ground Farm, Beacon, NY

Field Worker **2015 – 2017**

- Harvesting, planting, greenhouse skimming, and additional project work as directed

Board of Directors / President **2010 – 2012**

- Steered strategic plan to realign practice with mission
- Facilitated meetings and committee structuring to successfully serve task and project implementation for holistic organizational health

Development / Communication Intern **Spring 2014**

- Designed, developed, and produced 2013-2014 annual report
- Researched and recommended file-management solutions for cloud based workflow
- Received \$21,000 from Farm Fresh Food, and \$15,000 from United Way grants, to advance the farm's education programming in collaboration with the board fundraising team and partnering organizations

Cape Dance Festival, Province Lands National Seashore, Provincetown, MA **2012 – 2018**

Board of Directors

- General consultant
- Performance photographer
- Company management support

RELATED SKILLS

Technical: PC and Mac operating systems, Microsoft Office Suite, Adobe Creative Cloud, Nikon Camera systems, photo editing and color management, copy-editing and web design, general trouble-shooting

Operational: Experienced with New York State systems and procedures, production, event management,

Digital Media and Assessment Tools: Google Drive, SurveyMonkey, Blogspot, Wix, Squarespace Dropbox, MailChimp, Instagram, Facebook, Twitter

DIY: Reclaimed functional art pieces, knitting, water bath canning, composting

EDUCATION

State University of New York at New Paltz, New Paltz, NY

Bachelor of Science, Communication Studies: Organizational **December 2014**

- Magna Cum Laude

Art Institute of Philadelphia, Philadelphia, PA

Associate of Science, Photography **June 2006**

- Dean's list; program awards recipient