

# Genevieve Anne Michaels

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<b>Areas of Expertise</b>	Communications	Web, social media, and newsletter strategy and implementation; media outreach; continually adjusted strategy based on monthly reporting
	Writing	Press releases; curatorial essays; artist interviews and profiles; SEO-optimized blog content; website and social media content; email marketing copy
	Social Media	Content calendar creation for Facebook, Instagram, and Twitter; scheduling using Hootsuite, Later, and Creator Studio; e-newsletter distribution via Mailchimp, monthly analytics reporting
	Public Relations	Local and national media outreach; responding to interview requests; planning and hosting media events
	Management	Large-scale public art project management; exhibition and residency program management; gallery, staff, and financial management
	Other Skills	Adobe Illustrator; Microsoft Office; GSuite; Wordpress; Google Analytics; Event planning
	<b>Education</b>	2017
<b>Relevant Experience</b>	2016 - Present	<b>Program Manager, Burrard Arts Foundation</b> <ul style="list-style-type: none"><li>- Created and implemented organization's entire communications strategy, including website, blog, social media and newsletter</li><li>- Grew Instagram following from 2,200 to 8,500</li><li>- Communications, media outreach and project management for public art projects including Façade Festival and Shepard Fairey mural and exhibition</li><li>- Communications, media outreach and project management for exhibition and residency programs</li><li>- Management, scheduling and payroll for all gallery employees</li><li>- Managed 8 resident artists per year working in on-site studios</li></ul>

		<ul style="list-style-type: none"> <li>- Management of gallery space including cleaning and maintenance appointments, exhibition coordination including installation and removal</li> <li>- Management of \$275,000 annual budget, including processing staff, artist and contractor payments and depositing donations up to \$75,000</li> </ul>
	2014 - Present	<p><b>Freelance Content and Copy Writer</b></p> <ul style="list-style-type: none"> <li>- Content writing and copywriting services: social media management, website and blog content, email marketing copy, SEO optimized blog posts</li> <li>- Current clients include FundRazr, NM, and Market One Media Group</li> <li>- Sponsored news articles have appeared in Financial Post and BNN Bloomberg</li> </ul>
<b>Selected Publications</b>	2019	<p>'Tidal Traces: Merging Dance, Film and Virtual Reality', Movement by NM (interview, print)</p> <p>'James Nizam: Apparent Motions', White Hot Magazine (exhibition review, online)</p>
	2018	<p>'Scott Billings: Law and Disorder', Canadian Art (exhibition review, online)</p> <p>'Gabriola Island: On Beauty and Strangeness', Montecristo Magazine (personal essay, online)</p> <p>'Ryan Quast: Garbage is Cozy', Sad Mag (interview, print)</p>
	2017	<p>'Holding Space: Jeska Slater of Young Artist Warriors', Sad Mag (interview, print)</p>
<b>Awards</b>	2017	<p>First Place, Elle Canada Writing Competition</p> <p>'Hospital Pumps' (personal essay, print)</p>
<b>Volunteer Experience</b>	2019 - Present	<p><b>Programming Advisor, Contemporary Art Society of Vancouver (CASV)</b></p> <p>Suggesting artists and galleries for visits and tours; promoting CASV events</p>
	2018	<p><b>Communications Volunteer, Vancouver Art Book Fair (VABF)</b></p> <p>Facebook and Instagram posting, pre-scheduled and live; assisting VABF attendees</p>