

Brooklyn, NY 11221
425.802.5409 asparks87@gmail.com

Art and communications professional who has a keen eye for detail and organization.
Possesses practical knowledge of fine art, design, marketing, web, photography, and community development.

Work Experience:

Membership Manager, AIGA, New York, NY - January 2017 to present

Provides service and support for AIGA's national community of designers, members, and chapter officers. Manages membership processing and membership resources—working to ensure a positive member experience. Tracks qualitative and quantitative data, offering solutions through A/B and user testing. Maintains data records, identifying and addressing any technical issues with CRM. Organizes e-mail and communications schedule, tracks member engagement, and creates all necessary design assets. Facilitates member benefits by working with sponsors and partners. Leads archive tours and facilitates AIGA's student groups—working to ensure members' professional development and community networks.

Development and Outreach Coordinator:

Neighborhood Farmers Markets Alliance, Seattle, WA - July 2015 to October 2016

Managed and coordinated all special events including the annual fundraiser featuring over 20 chefs, 40 local producers, 250 paying guests, a live auction, games and music. Developed relations with community partners and businesses to add sponsorships and funding to the farmers markets. Designed, created and distributed weekly newsletter and press releases. Managed neighborhood outreach, advertising campaigns, website and social media. Created new blog with compelling content and stories. Implemented new office organization system for efficiency in work place. Assisted with vendor recruitment and volunteer coordinator. Acted as in-house graphic designer, photographer, and tech support.

Communications Director:

Winston Wächter Fine Art, Seattle, WA - November 2012 to June 2015

Maintained gallery inventory and records through database and online server. Photographed artwork and exhibitions. Designed and distributed marketing material for various events. Helped develop a new website which could be managed in-house. Maintained and managed website, blog and other social media accounts. Organized shipping and travel arrangements nationally and internationally. Assisted with exhibition preparation and installation and project management for new artist installations. Nurtured client relations through e-mail correspondence and sales outreach. Provided various presentations and research. Implemented new communication and office organization systems.

Interior Design Assistant:

Garret Cord Werner, LLC, Seattle, WA - July 2012 to September 2012

Provided overall administrative duties, including supply management and office organization for high end interior design and architectural firm. Researched various products within design and budget specifications. Created mood boards and table-top presentations for potential client meetings. Photographed new materials, furniture and artwork for website documentation. Developed new website and managed image organization.

Teaching Artist:

Nature Consortium, Seattle, WA - June 2012 - August 2012

Designed a youth art curriculum for children 4-10 years old with a focus on the basic principals of design. Found creative ways to work within a strict budget, and within non-profit mission. Researched various teaching methods, classroom activities, and art history references.

Education:

Bachelor of Arts
Photography and graphic design
with Minor in French
Western Washington University,
Bellingham, WA - 2006 to 2011

Technical Skills:

Adobe Creative Suite
Digital + film photography
Website maintenance
Microsoft Excel + Office
UX database management
Mailchimp + e-newsletters
Social media
Blog development

Passion Projects:

Founder, curator
Stay Happy Collective, Seattle
2009 to Present

Member, art coordinator
Camera of the Month Club, New York
2017 to Present

Photographer assistant
Robin Layton Photography, Seattle
2016 to 2017

Volunteer, photographer
Northwest African American Museum
2014 to 2016

Social media, photographer
YWCA 5th Avenue Boutique, Seattle
2016 to 2016