

STACY BOLTON

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New York, NY (917) 716-3769

www.stacybolton.com

[LinkedIn](#)

Profile

20 years corporate, agency and non-profit experience in communications and advancement
History of 180 successful campaigns for 40 cultural & social services organizations in the U.S. and abroad
Established record of increasing visibility and stakeholder engagement across earned, owned & social media
Trusted team builder and change agent for mission-driven organizations

Core Competencies

- Comprehensive Earned Media Strategy, Implementation and Valuation
 - Audience development and engagement across print, broadcast and digital platforms
 - Executive Communications • Media training • Community Relations • Reputation Management
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Experience:

STACY BOLTON COMMUNICATIONS – New York, New York 2000 - Present
Founder and Principal of strategic communications firm serving the cultural sector

- Designed and implemented 180 marketing campaigns with 40 cultural entities in U.S. and abroad
- Recruited, trained and managed team of 10 staff, freelancers and interns
- Provided comprehensive earned media services, including: print, broadcast, digital & social media content; cultivation, placement, and analysis
- Forged strategic partnerships, stakeholder programming, cultural tourism, and social media initiatives
- Designed and implemented strategic plans, audits, leadership training and crisis management
- Liaised with broad cross-section of stakeholders: sponsors; board members; celebrity spokespeople; consulting agencies; tourist bureaus; media; and city agencies, including Parks, Education and Cultural Affairs
- Managed events from concept to follow-up to secure media coverage and donor stewardship
- Select projects: [Salman Rushdie & Patti Smith for MacDowell Colony](#), [Olafur Eliasson's New York City Waterfalls](#), [Richard Serra at the Grand Palais](#), the reopening of [Musée des Arts Décoratifs](#), and multiple campaigns for [Public Art Fund](#), [Pace/MacGill](#), [Aldrich Contemporary Art Museum](#), [Mitchell-Innes & Nash](#), [Adelson Galleries](#), [FIAC](#) and [Paris Photo](#)

THE LAURIE M. TISCH GALLERY AT JCC IN MANHATTAN – New York, New York 2012 – 2014
Consulting Curator & Project Manager

Sol LeWitt, Shaping Ideas (August 15 - November 12, 2013)

599 @ 334 (36-foot-tall LeWitt wall drawing visible from street; installed July 2013)

- Conceived, developed and managed exhibition and select projects; Produced 2 original films
- Secured loans; installed exhibitions; managed programming, fundraising, collaterals and events
- Directed team of 12 staff and consultants; managed earned, owned & social media
- Secured coverage in *The New York Times*, *Huffington Post*, *ArtNews*, and NY1 News, among others

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Other Experience:

THE SCHOOL AT COLUMBIA UNIVERSITY – New York, New York 2011 – 2012

Communications Director at innovative 500-student K-8 school serving University staff and local community

- Upgraded and streamlined website, electronic signage, digital and print collaterals
- Launched alumni magazine and networking program; redesigned staff and parent handbooks
- Designed and directed events for parents, faculty, prospective families and media
- Provided executive communications and training to stakeholders and staff during leadership transition
- Served on Executive Committee; reorganized department; led talent acquisition

MUSEUM FOR AFRICAN ART (*now* **THE AFRICA CENTER**) – New York, New York 1999 – 2001

Marketing Manager: Led marketing, sponsorship & traveling exhibitions

RUDER FINN, ARTS & COMMUNICATIONS (*now* **POLSKIN ARTS**) – New York, New York 1998 – 1999

Account Executive: Key team member for corporate sponsorship and museum accounts

THE SOLOMON R. GUGGENHEIM MUSEUM – New York, New York 1995 – 1997

Corporate Development Coordinator: Corporate Membership Program Business Committee

Public Affairs Assistant: Developed press materials; Media cultivation

PARRISH ART MUSEUM – Southampton, New York 1995

Education & Development Associate

Publications: *The Prints of Roy Lichtenstein* Educator's Guide; *Face Value: American Portraits* Gallery Guide

POLLOCK-KRASNER HOUSE & STUDY CENTER, East Hampton, NY 1995

Gallery Guide & Symposium Coordinator: *Jackson Pollock: Myth, Meaning, and Metaphor*

Education:

Columbia University, Graduate School of Arts & Sciences, M.A. in the History of Art 1998

Qualifying Papers on Eugène Atget and Vincent van Gogh; Coursework in feminist art practices

The University of Pennsylvania, B.A. in French, *cum laude*, Concentration in 20th-Century Art 1995

University de Paris VII, Jussieu: Independent Study and Thesis 1994

Publication: *La Memoire du Present: Coming of Age Stories in Contemporary French Fiction*

The Fieldston School 1991

Languages and Skills:

Proficient in French; some Italian

Microsoft Office, Pages, Adobe Creative Suite, Sketch-It, CisionPoint