

Communications professional with 17 years of corporate, agency and non-profit experience
History of 180 successful campaigns for 40 leading arts organizations in the U.S. and abroad
Trusted team builder with record of increasing visibility, attendance and stakeholder engagement

Core Competencies

- Strategic design, execution and valuation of comprehensive media plans •
- Integrated marketing and brand building across print, broadcast and online platforms •
- Executive Communications • Media training • Audience development • Reputation Management

Experience

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

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

Communications Director: Designed and implemented strategic upgrade to multi-platform communications program 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

STACY BOLTON COMMUNICATIONS – New York, New York 2000 – 2012

Founding Director of leading PR firm serving museums, galleries, art fairs, and cultural organizations.

Specialized in comprehensive earned media programs; audience development; strategic partnerships; marketing audits, leadership training, impact valuation and reputation management.

- Designed and implemented 180 marketing campaigns with 40 cultural entities in U.S. and abroad
- Led business development and client relations for 12 years, generating \$2 million in revenue
- Recruited, trained and managed team of 10 staff, freelancers and interns
- Provided earned media cultivation, placement & analysis across print, broadcast and digital platforms
- Forged strategic partnerships, sponsorships and cultural tourism initiatives
- Provided strategic plans, executive communications, media-training and crisis management
- Select projects: Olafur Eliasson's *New York City Waterfalls*, *Richard Serra at the Grand Palais*, the *Musée des Arts Décoratifs* reopening, and multiple campaigns for *Public Art Fund*, *Pace/MacGill*, *Aldrich Contemporary Art Museum*, *Mitchell-Innes & Nash*, *Adelson Galleries*, *FIAC* and *Paris Photo*

STACY BOLTON

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MUSEUM FOR AFRICAN ART – New York, New York 1999 - 2001

Marketing Manager: Led marketing, sponsorship & traveling exhibitions at museum with \$3m op budget

- Managed team of 5 staff and volunteers to direct internal & external marketing program & collaterals
- Raised \$200,000 from corporate sponsors; designed and managed media & sponsor events
- Streamlined exhibition marketing program to increase revenue by 30% and expand geographic imprint

RUDER FINN, ARTS & COMMUNICATIONS COUNSELORS – New York, New York 1998 – 1999

Account Executive (*NB:* NOW **POLSKIN ARTS & COMMUNICATIONS COUNSELORS**)

Key team member on corporate sponsorship & museum accounts, including PaineWebber Art Program, Japanese-American National Museum & Christie's

- Produced printed materials; designed and managed events for press, collectors and stakeholders
- Developed internal communications plans and cultural rewards program for select corporate clients

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

Corporate Development Coordinator: Collaborated with Director's Office and curatorial staff to produce sponsor materials & presentations; Administered Corporate Membership Program and Business Committee

Public Affairs Assistant: Developed press materials; Media cultivation

PARRISH ART MUSEUM, Southampton, New York July - November 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, New York July – August 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

* Publications: Qualifying Papers on Eugène Atget, Vincent van Gogh, and Sophie Calle

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

Université 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

The Nightingale-Bamford School (1979 – 1988)

Languages and Skills: Proficient in French; some Italian;

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