

STACY BOLTON

New York, NY

Cell: (917) 716-3769

sbolton.new@gmail.com

www.stacybolton.com

Profile:

Communications professional with 20 years 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 & stakeholder engagement

Experience:

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

Founding Director of leading communications firm serving museums, galleries, art fairs, and entities dedicated to art and education based on 3 continents. Specialized in comprehensive earned media programs; audience development; strategic planning; 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 content, 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's Monumenta at Grand Palais, re-opening of Musée des Arts Décoratifs, and the installation of Roy Lichtenstein's Times Square Mural

THE LAURIE M. TISCH GALLERY AT JCC IN MANHATTAN – New York, New York 2012 – 2013

Consulting Curator & Project Manager

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

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

- Conceived, developed and managed exhibition and select projects; produced 2 original films
- Secured loans; installed exhibition and public artworks; Managed programming, fundraising 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

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
- 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, and led talent acquisition

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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
- 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: Key team member for corporate sponsorship and museum accounts

THE SOLOMON R. GUGGENHEIM MUSEUM – New York, New York 1995 - 1997
Corporate Development Coordinator for 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 & Skills:

Proficient in French; some Italian

MS Office, Pages, Adobe Creative Suite, Sketch-It, CisionPoint, Salesforce, HTML