

Genevieve Anne Michaels

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Areas of Expertise	Communications	Web, social media, and e-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
Education	2017	University of British Columbia BFA, Major Creative Writing, Minor Art History
Relevant Experience	2016 - Present	Program Manager, Burrard Arts Foundation <ul style="list-style-type: none">- Created and implemented organization's entire marketing communications strategy for all projects and programs, including website, blog, social media and email newsletter content and strategy- Grew Instagram following from 2,200 to 9,150- Management of residency and exhibition programs

Relevant Experience

- Marketing, communications, media outreach and project management for exhibition program, residency program, and public art projects including Façade Festival and Shepard Fairey mural and exhibition
- Management of gallery space and employees, including cleaning and maintenance appointments, payroll, scheduling.
- Management of \$275,000 annual budget, including processing staff, artist and contractor payments and depositing donations up to \$75,000

2014 - Present

Freelance Content and Copy Writer

- Content writing and copywriting services: social media management, website and blog content, email marketing copy, SEO optimized blog posts
- Current clients include FundRazr, NM, and Market One Media Group

Selected Publications

2020

[‘Shayla Oulette Stonechild is Decolonizing Wellness’](#), Basenotes Magazine (interview, online)

2019

[‘James Nizam: Apparent Motions’](#), White Hot Magazine (exhibition review, online)

2018

[‘Scott Billings: Law and Disorder’](#), Canadian Art (exhibition review, online)

[‘Gabriola Island: On Beauty and Strangeness’](#), Montecristo Magazine (personal essay, online)

Awards

2017

First Place, Elle Canada Writing Competition

[‘Hospital Pumps’](#) (personal essay, print)

Volunteer Experience

2019 - Present

Meal Program Volunteer, WISH Drop-In Centre

Assisting with preparation and serving of food for meal program

2019 - Present

Programming Advisor, Contemporary Art Society of Vancouver (CASV)

Suggesting artists and galleries for visits and tours; promoting CASV events

