

Kay McKinley

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Communications, program and exhibition management

5/22 - 9/24: **COMMUNICATIONS COORDINATOR**, Door County Land Trust, Sturgeon Bay

Responsible for the research, writing, and design of four conservation news magazines a year, as well as print advertising, video production, social media, email marketing, and press releases. Guided volunteers in Annual Gathering event set up and secured in-kind donations for the event's silent auction.

4/18 - 1/20: **MARKETING AND E-COMMERCE MANAGER**, Pipka's and Ecology, Sister Bay

Planned and executed all creative communications involved in promotion and online sales. Managed Ecology's annual Bastille Days celebration involving vendors, plein air artists, and music.

1/2016 - 4/18: **DIRECTOR OF EXHIBITIONS & PUBLIC PROGRAMS**, Peninsula School of Art

2006 - 2016: **DIRECTOR OF MARKETING & EXHIBITIONS**, Peninsula School of Art

- Curated five exhibitions annually of both traditional and cutting-edge media. Each exhibition was paired with a special event for its opening. The events featured panel discussions with myself as the moderator, artists' talks, and hands-on experiences with highlighted media. For example, participants of all ages created their own light paintings in a booth set up in the gallery for that exhibition. Additional email contacts were also obtained for the school with the attendees receiving their light paintings only via email.
- Worked with a committee of volunteers to install the exhibits
- Designed systems to enhance and streamline exhibit installations
- Incorporated new technologies for display
- Initiated gallery tours for Learning in Retirement and other groups
- Produced marketing and gallery signage and educational materials of the highest quality
- Created multi-disciplinary children's winter programs that were showcased in an annual gallery exhibition
- Selected (with committee of choice) and managed 40 nationally recognized artists and directed the volunteer installation and care of hundreds of paintings during PenArt's main annual fundraising event, the Door County Plein Air Festival. Initiated volunteer group cohesiveness through gallery branded t-shirts and gold stars for years of volunteerism in hanging the Festival show. The group installed the show for several years before I left the school.
- Responsible for Pen Art's 50th anniversary celebration event and exhibition. I produced a video with interviews of early instructors and students, which was displayed with archival footage of key events in 1965 obtained from NBC News. A film of the founder was displayed on a holographic screen – one of many display items from in-kind donations that I solicited. The event also featured a panel discussion with instructors from the early years of PenArt.

SKILLS:

- Experienced creative skill set – from copywriting and video production, to program and exhibition design
- Well-versed in digital and print media
- Excel, Word, PowerPoint, Photoshop, InDesign, Premier Pro, Lodgical
- "People person" – works well independently and within a group

OTHER EXPERIENCE:

1992-Present: **FREELANCE WRITER / PHOTOGRAPHER / DESIGNER**

Among clients: Ecology, Eagle Harbor Inn, Best Version Media

PUBLICATIONS EDITOR: St. Mary's Hospital, Milwaukee

STAFF PHOTOJOURNALIST: Rockford (Ill.) Register Star and KPNX-TV, Phoenix

Regional awards recipient for photojournalism in print and broadcast media

EDUCATION: University of Wyoming, BS in journalism / photojournalism sequence Arizona State University