

# Kay McKinley

1580 Old School Rd, Ellison Bay, WI 54210 / 920-883-8244 / kaymckinley@rocketmail.com

## Creative 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

4/18 - 1/20: **MARKETING AND E-COMMERCE MANAGER**, Pipka's and Ecology retail of Door County  
Planned and executed all creative communications—including writing, photography, videography, and graphic design

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

2006 - 2016: **DIRECTOR OF MARKETING & EXHIBITIONS**, Peninsula School of Art  
Peninsula School of Art is a year-round, regional fine art school. I transformed its gallery into a major public relations tool for the organization through these efforts:

- Contracted locally, nationally and internationally recognized artists for exhibitions
- Curated five original exhibitions annually that ranged from traditional to cutting-edge media
- Incorporated new technologies for display
- Heightened public awareness through consistent marketing and public relations
- Produced marketing and gallery educational materials of the highest quality
- Moderated artist panel discussions
- Initiated gallery tours for Learning in Retirement and other groups

## Program and Exhibition Management:

- Provided interactive experiences for all ages, including multi-disciplinary children's winter programs
- Responsible for management of exhibitions and related special events—with a strong emphasis on keeping costs down—from concept through completion
- Selected (with committee of choice) and managed 40 nationally recognized artists and directed the volunteer installation of 100s of paintings during PenArt's main annual fundraising event
- Well-respected by artists, colleagues, media contacts, and volunteers
- Responsible for Pen Art's 50th anniversary celebration event and exhibition, which included video interviews of early instructors and students, archival footage from NBC news, and a film of the founder presented on a holographic screen—one of many display items resulting from solicited in-kind donations

## Creative:

- Extensive, experienced creative skill set—from copywriting and video production to exhibition design
- Proficient in Adobe Creative Suite
- Well-versed in social media and email marketing
- Regional awards recipient for photojournalism in print and broadcast media
- Designed systems to enhance and streamline installations

## Other Experience:

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

- Among clients: Alverno College, Milwaukee Journal-Sentinel, private portrait clients, Best Version Media
- Maintain long-term business relationships with photo clients

**PUBLICATIONS EDITOR:** St. Mary's Hospital, Milwaukee

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

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