Kay McKinley

1580 Old School Road, Ellison Bay, WI 54234
920-883-8244 / kaymckinley@rocketmail.com

Creative communications and project management—on budget and on time

2/20 - Present: **GRAPHIC DESIGNER,** Best Version Media, Milwaukee
Remote independent contractor for magazine publishing company. Create magazine layouts and ads for five niche magazines, which are published monthly. The publications run from 16-24 pages.

4/18 - 2/20: **MARKETING AND E-COMMERCE MANAGER**, Pipka's and Ecology retail of Door County
- Plan and execute all creative communications—including writing, photography, videography, graphic design, social media, and email marketing
- Create themes for and manage special events
- Rebranded Pipka's and significantly boosted in-store traffic resulting in an increase in sales by 20%
- Introduced Ecology to e-commerce and generate sales through social media, print ads, email blasts, and by facilitating a community of customers who submit travel tips for the site's blog. My part-time position yielded 6K in online sales for the fourth quarter.

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 that caters to 2,500 students annually. I transformed its locally focused gallery into a major public relations tool for the organization. Attendance was increased by 50% through:
- Contracting nationally and internationally recognized artists
- Curating five original exhibitions annually that ranged from traditional to cutting-edge media
- Incorporating new technologies for display
- Heightening public awareness through consistent marketing and public relations, including radio interviews
- Producing marketing and gallery educational materials of the highest quality
- Providing interactive experiences for all ages
- Moderating artist panel discussions
- Developing a multi-disciplinary children's winter program and hanging the artwork in non-traditional ways

Creative:
- Extensive, experienced creative skill set—from graphic design and copywriting 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 gallery installations

Project Management:
- Responsible for management of exhibitions and related special events—including their budgets—from concept through completion
- Selected and managed 40 nationally recognized artists and directed the installation of 100s of paintings during PenArt's main annual fundraising event, the week-long Door County Plein Air Festival (DCPAF)
- Well-respected by artists, colleagues, media contacts, and volunteers

Other Experience:
1992-Present: **FREELANCE WRITER / PHOTOGRAPHER / DESIGNER**
Among clients: Alverno College, Milwaukee Journal-Sentinel, private portrait clients. Maintain long-term business relationships with 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

Portfolios: www.mckinleykay.com and www.zenfolio.com/kaymckinley