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*Portfolio*

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Select Fair Frieze Week 2015

Select Fair Art Basel Miami 2014

Select Fair Frieze Week 2014

Select Projects 2013

Select Fair Art Basel Miami 2012 & 2013

## EVENTS

**Customer Service:** Handled all client needs before, during, and after art fair hours; Provided and analyzed exit surveys and follow-up for post-event evaluation; Built personal working relationships with each client.

**Coordination:** Simultaneously managed 40 to 50 clients at one time for each event; coordinated the exhibition floor plan and hired/supervised 24-hour security. Tracked food and beverage sales, fuel levels for the generators, crisis control, and front-of-house management.

**Food and Beverage:** Sourced and managed catering, bar services, and liquor licensing for each event. Familiar with platforms such as BentoBox, GoParrot, Relay, Doordash, Grubhub and Postmates.

**Curation:** Using the expertise from my Masters Degree in Fine Art, I curated interactive, sometimes branded installations for guests to interact with.

**Invoicing:** Involved each client, tracked invoice dates, and sent payment reminders. Basic knowledge of Quickbooks and Square

## SALES

**Pitch:** Pitched potential clients and sold exhibition space (\$5,000-\$40,000 per space).

**Cold Calls:** Built a client rolodex by cold calling art galleries and artists.

**CRM:** Created and executed customer relation strategies in Hubspot and Capsule.

**Sponsorship:** Worked with leading brands including: Mercedes Benz, Lufthansa, Hennessy, Heineken, Amazon Art, Google Hangouts, Pepsi, Deep Eddy Vodka, Sixpoint Brewery.

**Art Sales:** Worked in three NYC galleries, strategically catering to clients needs and finding the perfect pieces to suit their aesthetics.

## MARKETING

**E-blasts:** Cultivated a 62,000-person mailing list with a 32% open rate using Mailchimp, Madmimi, Constant Contact and BeePro

**Guerilla Marketing:** Deployed guerilla marketing teams to attract visitors to events (street art, stickers, banners, posters, sandwich boards).

**Social Media:** Fluent in all Social Media platforms (Tiktok, Facebook, Instagram, Snapchat, LinkedIn, Twitter) and professional resources like Hootsuite, Social Captain.

**Advertising:** Analyzed media distribution and impressions to strategically place advertisements in the most relevant print and digital publications.

## LEADERSHIP

**PR:** Researched and worked with top public relations companies, collaborated in press planning, and edited press releases.

**Employees and Interns:** Delegated responsibilities to multiple team members while managing quotas, RAG charts, and weekly meetings.

## BRANDING

**Graphic Design:** Created all logos, advertisements, pamphlets, and print materials for event networking and marketing using Adobe Photoshop and Indesign.

**Website:** Learned Shopify, Wordpress and Squarespace to develop websites for all three art fair brands, as well as private clients.

**Pitch Decks:** Crafted pitch decks for a wide array of audiences, such as venues, sponsors, art galleries, and local governments using: Microsoft Powerpoint, Excel and Word and Google Sheets, Google Apps.

## EDUCATION

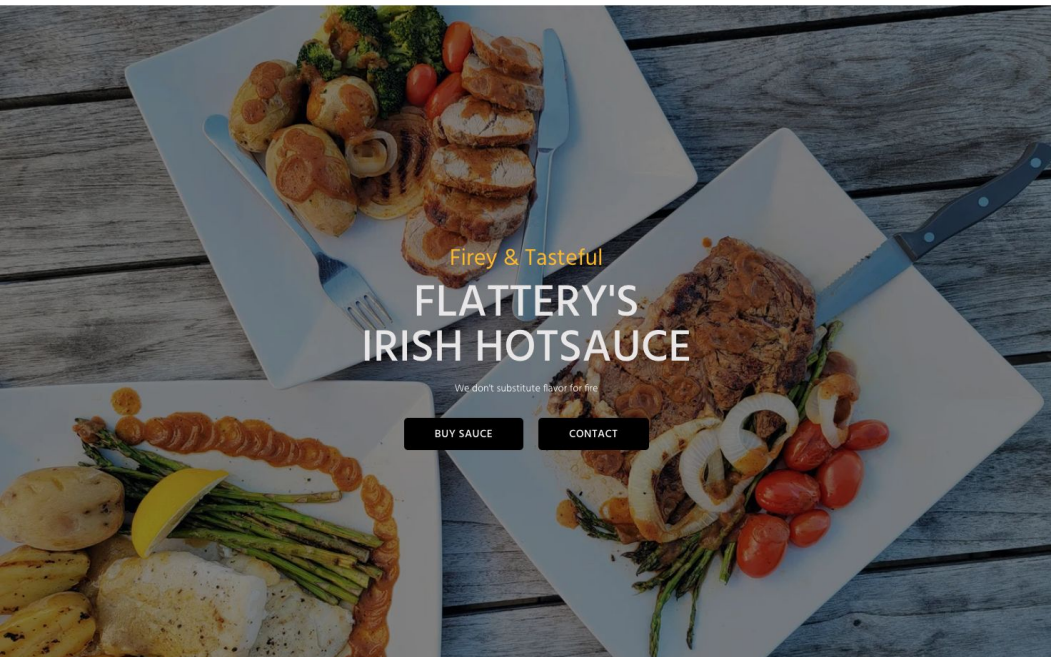
**Master's Degree in Fine Art** | 2013 - School of Visual Arts: New York, NY

**Bachelor's Degree in Fine Art** | 2011 - Tufts University, Medford, MA

**Advanced Drawing** | 2009 - American Institute of Foreign Studies, Florence, Italy

**Associate's Degree in Fine Art** | 2009 - Hudson Valley Community College, Troy NY





Firey & Tasteful  
**FLATTERY'S  
IRISH HOTSAUCE**

We don't substitute flavor for fire

BUY SAUCE

CONTACT



**FLATTERY'S IRISH HOT SAUCE**

[www.flatterysirishhotsauce.com](http://www.flatterysirishhotsauce.com)

WHERE TO FIND US

RORY DOLAN'S



James Croft



MALACHY'S



**Meet The Tastiest Hot Sauce!**

Flattery's Irish Hot Sauce is a unique blend of spices with a touch of Irish Stout. Unlike other hot sauces, Flattery's has a robust taste with a balanced kick. The Sauce itself is certified Gluten Free, Vegan and FDA Approved.

@ FOLLOW US ON  
INSTAGRAM



**OPEN 7 DAYS A WEEK**  
Contact us:  
+1347986.0400  
info@flatterysirishhotsauce.com  
@flatterysirishhotsauce



**FDA APPROVED**  
Gluten Free  
Vegan

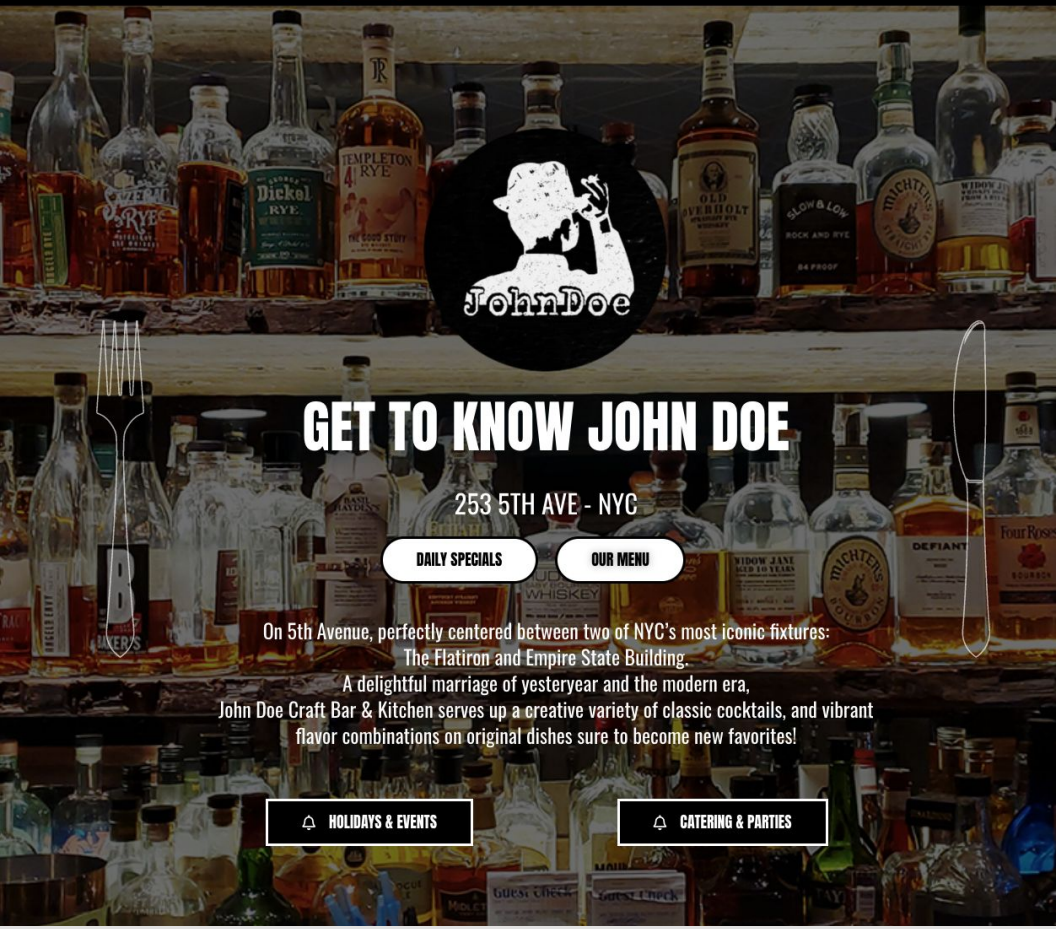


**NATIONWIDE & GLOBAL SHIPPING**  
Wholesale options and custom orders are available.

August 2021, Colum Flattery hired me to design his Shopify website. Manage his brand new social media accounts and Amazon listing.

I completely rebranded the bottle and changed the logo. I went with a clean look that is now Supermarket ready!





# GET TO KNOW JOHN DOE

253 5TH AVE - NYC

DAILY SPECIALS

OUR MENU

On 5th Avenue, perfectly centered between two of NYC's most iconic fixtures: The Flatiron and Empire State Building.

A delightful marriage of yesteryear and the modern era, John Doe Craft Bar & Kitchen serves up a creative variety of classic cocktails, and vibrant flavor combinations on original dishes sure to become new favorites!

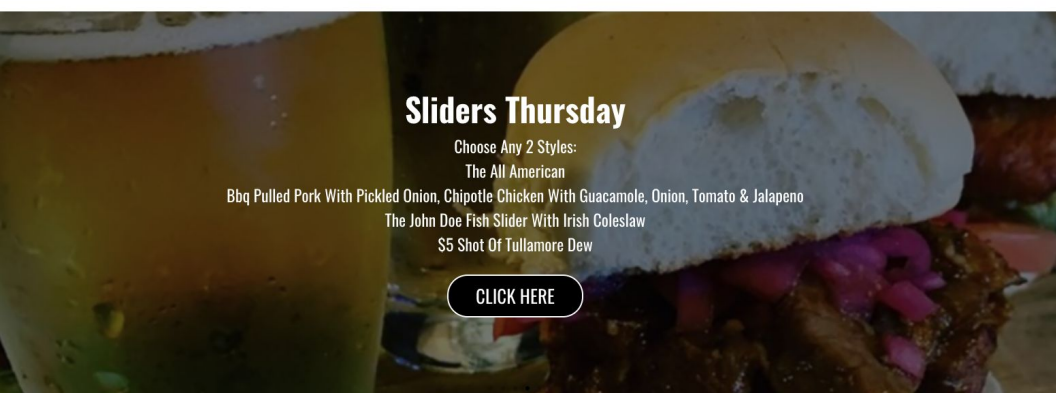
HOLIDAYS & EVENTS

CATERING & PARTIES



• JOIN US FOR INDOOR & OUTDOOR DINING • 7 DAYS A WEEK • 11 TO 11 •

HAPPY HOUR 11-8 // \$1 OYSTERS DAILY



## Sliders Thursday

Choose Any 2 Styles:  
The All American

Bbq Pulled Pork With Pickled Onion, Chipotle Chicken With Guacamole, Onion, Tomato & Jalapeno  
The John Doe Fish Slider With Irish Coleslaw  
\$5 Shot Of Tullamore Dew

CLICK HERE



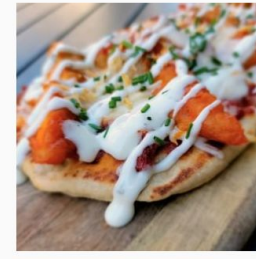
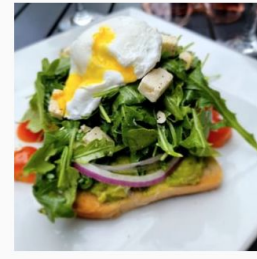
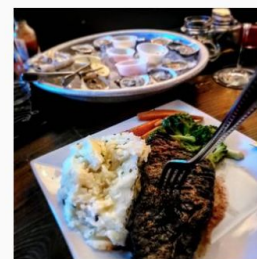
## JOHN DOE - CRAFT BAR & KITCHEN

www.johndoenyc.com

May 2021, Donna Dobbin hired me to redesign her website with a functioning digital menu and social media management. I did six food photoshoots, capturing their expansive menu.

- Brought their Social Media numbers up by 300%
- Designed 16 promotional posters for Drag Brunch
- Decorated for Special Events
- Created Eblast campaigns for quarterly updates









OPENING INSIDE THE MANSFIELD HOTEL



JOIN OUR NEWSLETTER \*

EMAIL

Provide your email address to subscribe. For e.g abc@xyz.com

SUBSCRIBE



Jane Doe Lounge www.janedoenyc.com

The sister bar to John Doe - Craft Bar & Kitchen. June 2021, Donna Dobbin hired me to create a logo, create a website, graphic design and food photography shoots.

The Jane Doe Lounge is expected to open November 2021.





**Potsicle**

[www.potsicle.nyc](http://www.potsicle.nyc)

Created the brand identity, logo and website for Potsicle Inc. The brand itself will launch Summer, 2022.

Assembled field research, trademark information, and other business formation paperwork.

Created several pitch decks, for investors, wholesale, and dispensaries.

## Welcome To Potsicle

Picture this, a hot summer day in NYC, our vintage Ice Cream Truck pulls up to any populated NYC park, great music encompassing the crowd and our frozen treats flowing. Not only does Potsicle treats quench the heat, but it gives you a relaxing summer buzz.

01

### ICE CREAM

Hard packed or soft serve. We will offer Vanilla, Strawberry, Chocolate and a Vegan Vanilla. Hard packed ice cream will be served in 1/2 pint, Full Pint or Quart.

02

### POPSICLES

Popsicles will come in Lemon Lime, Strawberry, Chocolate, Coconut and Grape. Available for purchase individually or in a box set.

03

### EDIBLES

Top your Popsicles off with edibles like Brownies, Carmel Swirls, Nuts, Gummies. Partnered with local dispensaries.



**ORIGINAL DELICIOUSNESS**

SINCE 1994

OUR DOUGHNUTS

OUR COFFEE

### Doughnut Plant

[www.doughnutplant.com](http://www.doughnutplant.com)

- Graphic Design - In Store Signage:
  - Menu Design
  - Postcards, Stickers, Trifold Brochures, Cards, Various Graphics
- Sales & Invoicing
  - Outreach for special events
  - Oversee Production & Delivery
  - Invoicing & Payment Tracking
- Email Marketing & Campaigns
  - Developed a yearly Social Media & Email Marketing Campaign, based on the rotating flavor calendar and Holidays.
- Program Management & Development
  - Developed a Nationwide Shipping Program
  - Holiday Gift Sets
  - Created a Merch Program

"DOUGHNUTS OF THE GODS"

*The New York Times*

"TASTE ANYTHING FROM DOUGHNUT PLANT ONCE. AND YOU'RE HOOKED."

*New York*

"IF DOUGHNUTS WERE A RELIGION, THIS WOULD BE ITS CATHEDRAL"

GOOGLE CUSTOMER REVIEW

\*\*\*\*\*

# WE MAKE IT EASY

to deliver world-class experiences to your audiences, no matter the size or scope of your project.

## FogoLabs

[www.fogolabs.com](http://www.fogolabs.com)

Over the course of four years, 2015-2019 I worked closely with Grammy, Emmy and Jubilee award winner, Pierre Lamoureux. I helped relaunch Strobosonic, Full Stereo and Jazz Cinema.

### Website Management

- FogoLabs
- Strobosonic
- Fullstereo
- Jazz Cinema

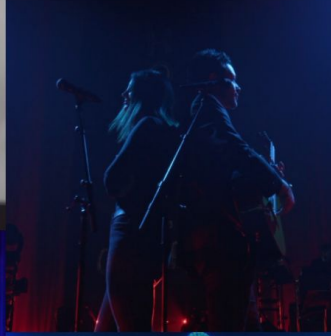
### Formatting Press Releases

- The Who

### Album Cover Formatting

- Liv Taylor

### OUR RECENT WORK



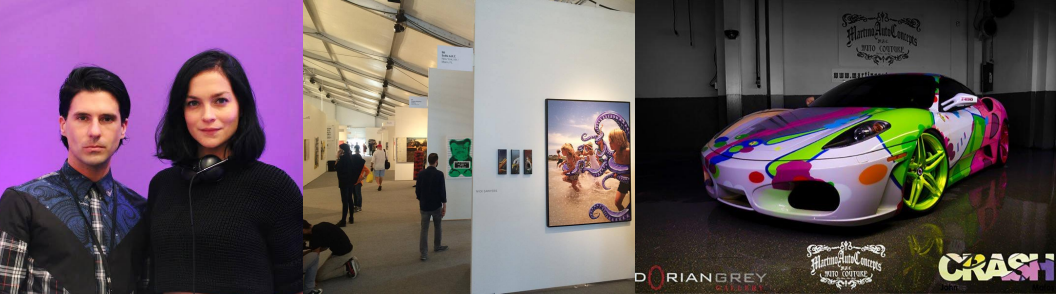
### VIEW ALL ARTISTS





**SPECIAL EVENTS & ART FAIRS**





**X Contemporary**  
[www.twitter.com/xartfair](http://www.twitter.com/xartfair)

X Contemporary formed as a result of Select Fair being dissolved and my desire to continue creating and producing Art Fairs. Over the course of 6 months, I conducted sales of 30 exhibition booths ranging in size and price. Designed the website and all graphics, managed the social media and sourced sponsors. With the assistance of my co-producer, curated four major exhibitions.



Keith Haring "Pop Shop mural" 1986

Presented by Castle Fitzjohns Gallery  
#xartfair



- Grace Hartigan Exhibition, curated by Michael Klein and Hart Perry, first large scale museum quality exhibition of Grace Hartigan in 50 years.
- Hecho en Cuba - Curated by Yubal Márquez Fleites, Largest Cuban Art exhibition since the thawing of Cuban-US relations.
- TIMEBAG - Colombia Now, TIMEBAG's USA debut exhibition.
- Display of Keith Haring "POP SHOP" sign

Due to rising prices and oversaturation and "Art Fair Fatigue", I decided to no longer produce fairs in Miami during Miami Art Basel.







## Select Fair NYC - Frieze Week 2015

The 5th and final edition of Select Fair took place in May of 2015. We rented the former Dia Building called at the time "Center 548" - a sprawling four floor event space.

We sold over 48 exhibition spaces, ranging in size and price.

Negotiated sponsor contacts and handled their accounts (Heineken, Oak Foundry, CultureFix, Brooklyn Coffee Vita Coco and Brooklyn Bangers).

- Lee Ranaldo and Leah Singer Performance, "Sight Unseen"
- James Chance Performance on the Rooftop
- Skowhegan presents "The Double", The Double is primarily a visual phenomenon making video a natural medium for its exploration.
- Marina Abramovic Institute Presents: Millie Browns "Blinded by the Light"
- Lisa Dillin's "Allogrooming Lounge II"
- Rebecca Goyette's "Dentata Umbrella Lounge"
- Whitebox Art Center presents Andriy Bazyuta's video installation "Arial Allusions"
- Mandy Mandelstein "If the Walls Had Eyes"
- MIVOS STRING QUARTET with SAM HILMER





## Select Fair Miami - Art Basel 2014

The 4th edition of Select Fair took place in December of 2014. We sold over 35 exhibition spaces, ranging in size and price.

Negotiated sponsor contacts and handled their accounts (Mercedes Benz-AMG, Lufthansa, Moët Hennessy, Pointy Snout Caviar, Amazon Art, Sixpoint, Perrier, Vita Coco, Bass Museum and Lou's Beer Garden). We also were fully endorsed by Mayor Philip Levine.

Featured on and attended by Bravo's "Real Housewives of New York"

- Art & Editorial: Exploring the 'Cross-Over' Artist. A discourse between Jasmine Wahi and GQ Editor / Artist Mark Anthony Green.
- Cocktail soiree hosted by Mercedes Benz-AMG with brand ambassador Usher. Featuring a live performance by Vic Mensa.
- The Conductor, an immersive audio / visual installation by Rashaad Newsome featuring a live performance by Mykki Blanco.
- Art Talks curated by Bomb Magazine - Cocktails by Hennessy.





## Select Fair New York - Frieze Week 2014

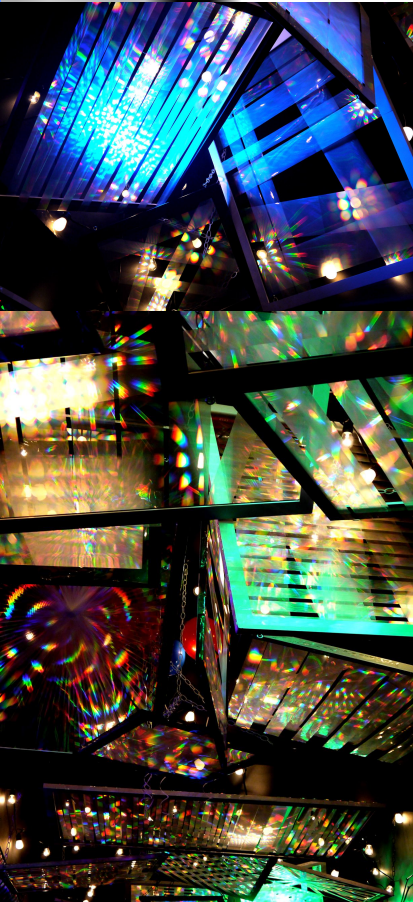
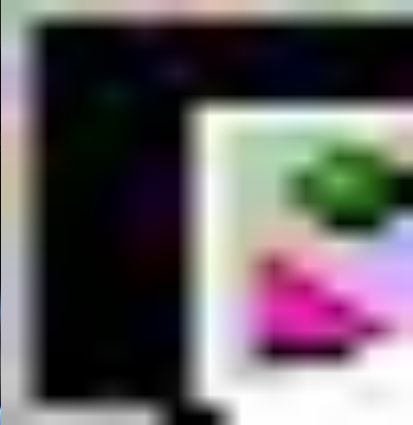
The 3rd edition of Select Fair took place in May of 2014 in the historic Altman Building.. We sold 34 exhibition spaces, ranging in size and price. This was our first buildout - we hired an in-house contractor to build exhibition walls with track lights.

Negotiated sponsor contacts and handled their accounts (Brooklyn Bangers, Brooklyn Coffee and Sixpoint)

- Art installation by MEOW WOLF
- Special Exhibitions by InLiquid
- Ventiko The Photographer
- 5 Gigantic Solid Marble Sculptures by Inventor Daniel Henderson
- Special Interview by Clocktower Radio







## Select Projects - Frieze Week 2013

Between our Miami editions, we wanted to test the idea of doing events in New York during Frieze.

We held a nationwide contest for submissions and picked three emerging artists for the exhibition. The exhibition took place in the former OUT Hotel, KTCHN and XL Nightclub.

- Window installation by Ross Schaner
- Winning contestants: Robert Dupree, Leeza Meksin and Vincent Valerio.
- Winning exhibition for XL Lounge was Ryan Turley.
- Press dinner party hosted by Intandem Magazine.
- XL reception was hosted by Voss Entertainment, special guest Lady Bunny.





## Select Fair Miami - Art Basel 2013 & 2012

The first and second edition of Select Fair took place during Art Basel Miami at the Catalina Hotel. We used the 60 hotel rooms on the 2 story Art Deco hotel as the exhibition spaces. We sold the exhibition spaces to independent artists and smaller galleries.

We took over the Catalina hotel in 2012 after we interned for the George Billis Gallery and directed the defunct Art Now fair in 2011 at the same venue.

- Sponsorship by Deep Eddy Vodka
- ANONYMOUS Gallery - an airstream parked in front of the Catalina.
- Double Decker English bus shuttled VIP's. and fair goes up and down Collins Avenue.
- Installation by Meow Wolf
- Lobby Curation by Superchief Gallery
- Swoon - Braddock Tile Project located in the lobby.
- Mural by artist Greg Mike.
- Installation by the Fashion Institute of Technology (FIT)
- Appearance by The Real Housewives of New York.





*Thank You!*

*Portfolio*

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