

{ Roza Maille }

325 Terrace Dr. Kent, Ohio
rmaille1@kent.edu / 330-672-2260

Education:

- 2013 **M.A. Arts Administration**
The University of Akron, Akron, Ohio
Coursework in audience development, non-profit administration, new media writing and fundraising
- 2006 **B.F.A. Crafts** (Jewelry/Metals/Enameling)
Kent State University, Kent, Ohio (magna cum laude)

Professional Experience:

- 2016-19 **Marketing Assistant**, School of Art, College of the Arts
Kent State University, Kent, Ohio
- Managed and created content for websites, social media accounts, newsletters and electronic communications
 - Developed marketing plans and strategies to reach targeted audiences to increase recruitment, School's visibility and attendance of events
 - Increased social media followers on all platforms by as much as 500%
 - Organized student takeovers of the Instagram account
 - Designed, developed and oversaw the design of School of Art printed materials used for undergraduate and graduate recruitment
 - Promoted faculty, student and alumni accomplishments on website and social media
 - Interviewed alumni and students for articles on website
 - Organized and promoted events such as open houses, student sales and receptions
 - Wrote and distributed press releases for gallery exhibitions and other events
 - Designed and distributed flyers for events, lectures and informational meetings
 - Designed and placed ads in magazines and digital platforms
 - Photographed and coordinated photography/video for events and promotional use
 - Established relationships with national and local publications to promote School of Art programs and gallery exhibitions (Juxtapoz, CAN Journal, Canvas, ArtsNow)
 - Organized mailings and procured mailing lists for graduate recruitment
 - Scheduled and created content for monthly e-newsletters
 - Promoted events on social media, online calendars and email communications
 - Designed and distributed promotional materials for Kent Blossom Art Intensives
 - Supervised a writing intern who assisted with alumni engagement
 - Assisted with planning Stratosphere, a university-wide juried art exhibition
 - Provided information and images, promoted Giving Tuesday efforts
 - Solicited donations from local businesses for student giveaways
- 2016-17 **Curator and Event Organizer**, Made-Up with Danny Volk: The Akron Sessions
Knight Arts Challenge Winner, Akron, Ohio
- Wrote successful grants to fund the project, totaling \$15,000
 - Organized eight events at different locations in Akron and Kent
 - Organized and promoted fundraising event at Akron Art Museum
 - Raised over \$5000 with a Kickstarter campaign
 - Solicited in-kind donations to provide a match for the Knight Arts grant
 - Curated a group of artists to interview for the live recorded show
 - Promoted events via press releases, social media and email

- Created printed materials to promote the project
- Scheduled musicians and videographers for each live performance

2014-16 **Inside | Out Project Coordinator**, Education Department
Akron Art Museum, Akron Ohio

- Gave public presentations about project to the community and organizations
- Curated artwork from the museum's collection to reproduce and install outdoors
- Provided copy and information for printed materials and maps and oversaw design and production
- Wrote press releases announcing the project and a call for applications
- Took photos of installation process for the museum's website and social media
- Developed photo contests and scavenger hunts to promote the project in each neighborhood
- Partnered with community members and organizations to acquire permissions to install artwork on properties
- Wrote copy for didactics to display by the artwork which included educational and marketing elements
- Created a tour of the artwork using a web-based app (OnCell) which included narrations from community members
- Coordinated community events at the museum and in neighborhoods
- Coordinated the fabrication and installation of artwork reproductions and frames
- Gave educational tours of artwork as needed

2016 **Gallery Director**, The BOX Gallery
Artists of Rubber City, Akron, Ohio

- Coordinated and created content for gallery-related communications including press releases and social media
- Organized and promoted gallery-related events such as openings
- Installed 2D, 3D and new media artwork
- Communicated with journalists to obtain reviews for shows
- Managed and updated the website
- Communicated with artists for installation and promotion of their shows
- Placed calls for gallery proposals and juried exhibitions

2013 **Interim Gallery Director**, The BOX Gallery
Artists of Rubber City, Akron, Ohio

- Created press packets for exhibitions
- Communicated with artists for installation and promotion of their shows
- Organized and promoted gallery-related events such as openings
- Installed 2D, 3D and new media artwork
- Communicated with journalists to obtain reviews

2012-13 **Collections Management**, Objects and Apparatus
Center for the History of Psychology, The University of Akron, Ohio

- Took photos to document objects and apparatus in the collection
- Edited photos using Photoshop
- Researched, created metadata and records for objects and apparatus using CONTENTdm

2011-12 **Gallery Assistant**, Emily Davis Gallery
Myers School of Art, The University of Akron, Ohio

- Assisted with press releases and flyers
- Drafted email communications for internal promotion of gallery events and calls for artwork for juried exhibitions

- Installed and handled 2D, 3D and new media artwork
- Trained student workers and volunteers
- Communicated with artists to obtain loan agreements
- Managed gallery reservation schedule

Volunteer Experience:

2018-19	Board Member, Chair, Crafty Mart
2017-18	Board Member, Artists of Rubber City
2015-17	Board Member, Vice Chair, Crafty Mart
2014-18	Gallery Committee, The BOX Gallery
2015-16	iTowpath Steering Committee, Ohio & Erie Canalway
2015	Venue Selection Committee, Akron Art Prize
2014	Education Intern, Akron Art Museum
2012	Exhibitions Intern, MOCA Cleveland

Skills/Expertise:

Arts administration	Marketing, PR and audience development
Project management	Event organization and planning
Social media	Writing and content creation
Website management	Graphic design and photography
Community outreach	Art history and contemporary art practices
Gallery management	Art handling, museum practices and exhibition design
Art education (all ages)	Metalsmithing and other studio arts

Computer Skills:

Excellent computer & typing skills Microsoft Office Suite Adobe Creative Suite
 Website maintenance (Drupal) RiseVision & in2Trek Survey Creation (Qualtrics)
 Social Media (All major platforms)

Selected Curated Exhibitions:

2018	<i>Jewelry and Gender: Challenging the Norms</i> KSU Downtown Gallery, Kent, Ohio
2016	<i>Gesture, Form, Line, and Color: Exploring Contemporary Abstract Art</i> The BOX Gallery, Akron, Ohio
2015-16	<i>Inside Out</i> Akron Art Museum, Akron, Ohio
2015	<i>Thread & Mud</i> The BOX Gallery, Akron, Ohio
2015	<i>Meditation/Creation</i> The BOX Gallery, Akron, Ohio
2014	<i>Cinematic Photographs by Robert Banks</i> The Nightlight Cinema, Akron, Ohio
2014	<i>Paranormal Paranoia: the other side of tattoo art(ists)</i> The BOX Gallery, Akron, Ohio

Teaching Experience:

2019	Guest Speaker, Professional Practices for Artists, "Marketing Yourself" School of Art, Kent State University
------	---

- 2017 Artist as Entrepreneur Institute, Guest speaker for Social Media Summit Artspace, Akron, Ohio
- 2016 Curator (Art Teacher), All ages
4Cats Arts Studio, Kent, Ohio
- 2015 Art Teacher, Arts2Youth program, Akron Public Schools,
United Way of Summit County, Akron, Ohio

Writing Experience:

Thesis Research: Socially Engaged Art: Managing Nontraditional Curatorial Practice takes an in-depth look at socially engaged, social practice, and participatory art and its institutions. This writing provides a guide for museums that would like to include this type of art in their public programming and exhibitions. Socially engaged art projects can build relationships with the community, establish philanthropy, and connect the organization to other nonprofits and businesses in the area.

- 2016 “Cool But Not Too Cool: The Allure of Akron,” Personal essay
The Akron Anthology, Belt Publishing
- 2015-16 *View Magazine*, Articles for Inside | Out Program, Akron Art Museum
- 2015 Curatorial Collective, Art Reviews, curatorialcollective.com

Awards:

- 2016 Knight Arts Challenge Grant, Made-Up with Danny Volk: The Akron Sessions
- 2016 Arts Alive Honoree - Collaborative Project (Inside | Out), Summit Artspace
- 2011-13 Graduate Assistantship, Arts Administration, The University of Akron
- 2005 Undergraduate School of Art Scholarship, Kent State University
- 2002-06 Honors College Scholarship, Kent State University