



I am an arts-focused strategist, writer, and editor
putting the internet to work for creative culture.

Kickstarter, PBC

Director of Curation | Winter 2015—Present

- Design and implement content strategies for brand communications distributed to millions of subscribers daily, including a robust email program, editorial features, on-site promotions, social media, and content partnerships.
- Work to optimize and grow brand channels and curated features driving millions of dollars in pledges monthly.
- Manage a team of five full-time employees and multiple contractors; set and report on goals; manage team budget.
- Devise promotional and editorial strategies to bolster the arts globally; advise and elevate art projects raising millions of dollars annually for artists such as [Tania Bruguera](#), [Olafur Eliasson](#), [Robert Irwin](#), [William Kentridge](#), [Xaviera Simmons](#), [Alec Soth](#), [Swoon](#), [Hank Willis Thomas](#), and [Ai Weiwei](#), just to name a few.

San Francisco Museum of Modern Art

Manager of Digital Engagement | 2010 – 2014

- Created an integrated digital engagement strategy to holistically align the museum's web, communications, and marketing strategies with SFMOMA's brand platform, exhibitions, and public programming.
- Developed and managed SFMOMA's award-winning social media program, growing the museum's online audiences to a total of over two million subscribers. Select press/awards: [TIME](#) | [Artinfo](#) | [Complex Mag](#) | [SF Weekly](#) | [SFist](#)
- Consistently created high-impact, boundary-pushing digital engagement campaigns which inspired interest in and generated press for the museum's diverse exhibitions and programs.
- Actively defined best practices for cultural institutions and artists on new digital platforms by organizing meet-ups for arts-focused digital strategists, by writing and creating online resources, and by bringing my perspective on digital communications to conferences like SXSW and the Museum Computer Network.

Select Creative Projects

ART21 | Commissioned, edited, and wrote articles as guest editor for the publication's *Renewal* issue | Spring 2016
Hunter East Harlem Gallery | Co-curated *Delete Your Account! LIVE*, a public event and online series | Fall 2015
Smithsonian's Air & Space Museum | Digital strategy and production for *Imagining Spacewalks* | 2015-2016
Gray Area Art & Tech Theater | Co-curated *Chatrooms*, a digital art-focused public program series | 2015—2016
SFAQ | Produced and curated *Speculative Futurism*, a future-focused social media experiment | 2015
Electric Objects | Programmed and produced events for the company's San Francisco launch | Summer 2015
FutureCoast | Digital media and creative strategy for a climate change-themed alternate reality game | 2014
SFMOMA | Creative strategy, production, and digital engagement for the award-winning *Play Artfully* campaign | 2014

👉 I also [make](#) digital art, [talk](#) about the future of culture, and [write](#) about innovative artists. To get to know me better, [view](#) my portfolio, [read](#) something I wrote recently, [see](#) the articles I've enjoyed reading, or [peep](#) my latest meme. 🙌