

# Susan MacLaren

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## Summary

Self-starter with 15 years of experience working in customer service field, with a BFA in Photography from the Art Institute of Seattle.

- Excellent verbal and written communication skills with detailed experience providing management and oversight to employees, volunteers, and clients.
- 6 years of experience working with clients to increase demand by designing and creating written marketing and promotional materials, campaigns, newsletters, blogs, and social media content.
- Skilled in communication technologies including Facebook, Twitter, Instagram, LinkedIn, Pinterest, etc, including use of analytics to track progress and post history to improve visibility and increase traffic.
- Knowledgeable use of Microsoft suite, Adobe Photoshop, Google docs, Quickbooks, Mailchimp, and Weebly websites. PC and Mac literate. Quick study of software programs, client databases, etc.

## Self-Employment

### [SUSAN WITH CAMERA](#)

2011 – Present

*Sole Proprietor*

- Assist creative people in business administration and oversight, organization and systems management, marketing and promotions, photography, exhibition coordinating, and bookkeeping.

### [STONE SOUP GARDENS, LLC](#)

2012 – Present

*Sassy Solving Sage*

- Provide managerial oversight and office organization, business strategy, and bookkeeping. File quarterly reports for revenue, taxes, and employees, and prepare monthly payroll.
- Update and maintain website and calendar listings, provide photography for marketing, blog, and website, and design printed promotional materials.
- Provide written and photographic content for blog posts, quarterly newsletters, and social media. Provide research, text, and photographs for contracts, educational PowerPoint displays, and marketing materials.

### [HEALTHCARE ADVOCACY PARTNERS](#)

2015 – Present

*Administrative Assistant*

- Update and maintain website, Facebook, and LinkedIn, researching post material and providing written commentary.
- Provide editing, content development, and design for monthly newsletter, contracts, and other distributed materials.
- Provide research for business strategy and development, problem solve technology issues, and help with general administrative tasks.

### [ELI ROSENBLATT](#)

2017 – Present

*Administrative Assistant*

- Update and maintain website, Facebook, and Mailchimp newsletters, providing copy.
- Photograph events, design and create online and print marketing materials.

## DANIEL BELTRÁ, INC

2011 – 2013

*Studio Assistant*

- Created digital and hard copy filing systems, along with a client and contact database. Designed onsite print storage, managed digital and onsite print archive for gallery sales and exhibitions. Logged incoming press for exhibits and articles, researched juried contests, art awards, galleries, and potential ideas for new bodies of work.
- Handled contract negotiations for exhibitions and publishing. Wrote text for artist statements, captions, bios, and grant proposals for artist awards. Handled incoming inquiries for new exhibition opportunities and print sales. Provided budgets, estimates and invoices, light bookkeeping and tax preparation.
- Oversaw all aspects of exhibition coordinating between printing lab, framer, shipper, and gallery or venue. Handled insurance claims for damaged pieces. Maintained calendar of upcoming events and exhibitions, provided itineraries for trips, and ensured timely completion of all projects.
- Created and maintained written content for social media including Facebook and Twitter. Sent out notices for upcoming exhibitions to contacts and local press. Sought out and maintained relationships with shippers, galleries, framers, and other service providers, ordered supplies, maintained office organization and cleanliness.

## G. GIBSON GALLERY

2010 – 2014

*Gallery Assistant*

- Assisted with gallery installation and de-installation, packed fine art work for shipping, prepped gallery for openings.
- Provided assistance with artist book signings, book sales, First Thursday, gallery sitting and customer service during exhibition openings.

## WALL SPACE GALLERY

2009 – 2014

*Exhibitions Coordinator*

- Researched call lists and sent out call requests for New Direction.
- Assisted in show design and curation, provided assistance during exhibition openings. Inventoried print collection.
- Packed and shipped fine art photography prints; matted, framed, and hung work for exhibition.

## Management

## KADIMA

2015 – 2018

*Business Administration and Communications*

- Created and maintained organizational systems to streamline information while improving visibility and donor interaction for a small membership based non-profit which went from 50 to over 220 members.
- Provided warm and welcoming first contact experience with new members and donors through email and phone engagement, sent renewal and re-engagement emails. Answered email and phone inquiries, provided information to board, membership, Rabbi, and public.
- Provided insight to Executive Committee on non-profit marketing strategies, business development, fundraising, and membership growth. Reported to Board of Directors on membership and fundraising efforts.
- Designed new website and frequently updated content to engage users. Created and maintained a social media presence through google, Facebook, and community calendars. Developed and designed content for weekly newsletters, marketing materials, and fundraising efforts.

KADIMA (cont'd)

2015 – 2018

- Established new online donor database to streamline contacts, capture valuable donor information, and provide useful content for Board of Directors. Digitized information for online sharing of documents, continually updated to ensure accuracy, reflect engagement, and maintain ease of access to information.
- Planned and executed successful fundraising auction in 2017, raising \$16,000. Organized volunteer labor for gathering auction items, procuring silent auction donations, desserts for dessert dash, a photo booth, bar, registration and general set up / clean up.
- Oversaw budget through light bookkeeping including processing member payments, updating member and public donations in database, paying bills, and doing weekly deposits. Communicated with bookkeeper for tax filings, reconciliations, and general member account questions.
- Engaged and trained volunteers on donation taking, general office help, and office technology.

WHATCOM HUMANE SOCIETY

2002 – 2006

*Supervisor of Animal Control*

- Trained and supervised new animal control officers, delegated jurisdictional responsibilities, strengthened public awareness of animal control services by improving call times and efficiency. Managed departmental budget and purchasing of new equipment for officers, held weekly meetings to assess caseload and provide direction and support to officers.
- Devised educational handouts and flyers for community education, adapted and implemented problem solving tactics for handling animal complaints from the general public.
- Generated reports, photographs, and evidence for court cases, appeared in court for testimony, and issued citations and warrants.
- Facilitated discussions with law enforcement agencies, community groups, property owners, and postal service employees on animal law, personal and property rights.

**Volunteering**

BO M. KARLSSON FOUNDATION

2014 – Present

- Provide administrative support to help non-profit reach new donors, design newsletter campaigns to reach fundraising goals and raise awareness.

PROFESSIONAL ADVISORY COMMITTEE

2010 – Present

*Art Institute of Seattle – BFA Photography Program Graduate*

- Attend quarterly meetings with media professionals from the greater Seattle community to discuss curriculum and the direction of the industry in relation to the programs and classes offered at the Art Institute.

PEOPLE FOR PUGET SOUND

2008 – 2012

*Sound Steward*

- Instruct, motivate and encourage volunteers during restoration events while teaching about native and invasive species, efficient removal strategies, and proper planting procedures. Provide habitat restoration and event photography for promotional materials, website content, educational talks, as well as for the yearly gala.

**Education**

SOUTH SEATTLE COMMUNITY COLLEGE

2014

*Small Business Bookkeeping*

ART INSTITUTE OF SEATTLE, Seattle, WA

2008 - 2011

*Bachelor of Fine Art in Photography*

NORTH SEATTLE COMMUNITY COLLEGE

2011

*Grant Writing Course*