

Jennifer A. Easton
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EXECUTIVE OVERVIEW

Extensive career in project management and program leadership in the visual and performing arts. Curated numerous exhibitions, published articles and lectured in the field of contemporary art and public art. Experienced in developing integrative strategies for creative placemaking including community engagement, artist integration and economic development strategies. Broad experience in marketing for public, non-profit and for-profit sector, including market identification, expansion and retention utilizing traditional and new media. Skilled in market strategy and research, brand-building promotion, creating and managing marketing processes, as well as PR strategies and implementation. Experienced team leader. Successful fundraiser and partnership development.

PROFESSIONAL EXPERIENCE

Art Program Manager

Bay Area Rapid Transit (BART), March 2016-present

- Responsible for developing and implementing BART's first dedicated art program that will directly impact five Bay Area counties throughout the District.
- Scope, hire consultants, and oversee implementation of Art Master Plan.
- Develop procedures and guidelines to professionally implement the art program
- Provide overall project planning and management of small to large-scale integrated public art projects throughout the BART District.
- Plan and implement community engagement strategies with specific attention to communities adjacent to BART stations and guideways; performing, visual and literary artists; and cultural and arts organizations adjacent to the system.
- Oversee and maintain BART's art collection of over 50 artworks.
- Coordinate with developers for BART TOD regarding on-site art programming
- Solicit external sources of funding for the art program through grant writing and private and public partnerships.
- Establish and maintain a close and positive working relationship with departments, internal and external agencies, the public, and other key stakeholders.
- Develop marketing and communications strategies to build awareness and engagement with the program to meet program goals related to ridership, enhanced rider experience, and greater community engagement.

Public Art Program Director

Office of Cultural Affairs, City of San José, March 2014 – March 2016

Acting Director January 2013 – March 2014

- Develop and implement program vision to align to funding availability and goals and objectives as identified in public art master plan and specific plans.
- Supervise project management team of two FTEs and four contract employees: manage work assignments, time management and project delivery optimization; identifying career development opportunities; time card management, and annual and ongoing reviews.
- Manage the Public Art Program budget (\$1.5M): track multiple fund balances and expenses to ensure fund availability and carry-over between fiscal years, develop annual project plan for review and

approval by City Council, assure on-time/budget project delivery, coordinate with Finance and Budget Offices for extensive reporting.

- Business development for outside partner opportunities for public art and placemaking
- Represent the public art program internally and externally including senior staff, city council, arts commission, business community, residents, and to broader audiences through lectures and articles.
- Direct implementation of *Illuminating Downtown Program* – a \$1.2M+ multi-part program of illuminated art projects delivered in collaboration with partners throughout downtown San Jose. Responsibilities include budget management, partner development, grant management, and project management.
- Staff liaison to Public Art Committee.
- Continue to manage 4-6 public art projects with City and non-City partners including VTA/BART and SVCcreates/Valley Medical Center.

Sr. Project Manager, Public Art

Office of Cultural Affairs, City of San José, September 2004-2013

- Co-authored three successful grants (2 NEA, 1 ArtPlace) for a total of \$1.5M in awards – each award the highest granted in the year. Directed and managed grant implementation, relationship with funders, required reporting.
- Direct development and integration of public art in long-range plans for Downtown Public Art Focus Plan, North San Jose Focus Plan, High Speed Rail, Environmental Services (author) and City Trails (author). Responsibilities include extensive coordination with planners, interaction with developers, business and residential communities, and other stakeholders to develop integrated vision of public art and culture as an integral aspect of program implementation and development.
- Successfully deliver all aspects of public art projects (typically 8-10 projects concurrently) on time and budget including program visioning and development for client departments and private developers, community outreach, preparation of RFQs and artist selection; contract negotiation and implementation, budget development and oversight, facilitation of design development including extensive community engagement and client/design team collaborations; reporting and presentation to sub-committees; integration of art projects into CIP construction.
- Identify and develop opportunities for expansion of private sector engagement with public art including development of Program's first ever marketing collateral, identification of target markets, and initiation of engagement opportunities.
- Implementation of marketing program to achieve greater recognition internally and externally. Initiate department e-newsletter as well as serving as liaison to City Marketing Initiatives.
- Direct and facilitate community outreach and engagement in a diverse city to increase awareness of projects and programs, as well as create stakeholders and supporters of public art in the community.
- Collection management including working with conservation and maintenance contractors to implement assessments, conservation and maintenance work. Collection management software design review and implementation.

Director, Marketing, PR and Development

Berkeley Symphony, Berkeley, CA September 2001- August 2004

- Create first comprehensive direct marketing program increasing earned income from single tickets sales 40%.
- Develop marketing objectives through identification of revenue goals and audience opportunities.
- Financial oversight of earned and contributed revenue for a \$1+ M budget including foundation, corporate and individual, and in-kind support. Develop revenue projections, budgets and financial forecasts.
- Initiate and manage strategic relationships with foundations, corporations and major donors.
- Work strategically with volunteers, board and board committees to develop and implement programs,

events and overall strategies for the organization.

- Optimize all internal and external communications to increase efficacy of messaging about the Symphony including advertising, website, box office, collateral, corporate communications, and public relations.
- Initiate East Bay arts organization co-marketing initiative to build audience awareness of local arts offerings.

CONTRACT & COMMUNITY EMPLOYMENT/APPOINTMENTS

Independent Consultant for Public Art Programs (2009-present) – strategic planning, marketing and outreach planning and project management - clients include City of Pasadena, Mel Chin (EPA community engagement in West Oakland for Lead Poisoning prevention Operation Paydirt), Stanford Hospitals, City of Redwood City, Fung Collaboratives, Barbara Goldstein & Associates

Oakland Cultural Affairs Commissioner – appointed March 2020

San Diego Airport Art Committee – appointed 2016

Member, City of Oakland Public Art Committee, 2006 to 2014

Numerous public art selection panels and lectures throughout California

Grant review panelist: Creative Work Fund 2016

Research Associate, Los Angeles County Museum of Art (1992)

RELATED SKILLS

- Experienced editor and writer for grants, articles, brochures, websites, reports, catalogs, and other publications.
- Excellent computer skills including graphics, database programming (modeling and implementation), website UI design, and standard office applications for CRM, sales tracking, spreadsheets, and word processing.

EDUCATION & EXTENDED LEARNING

M.A. with Honors, Art History and Museum Management, University of Southern California.

Thesis topic: Bruce Nauman.

A.B., Art History, University of California, Davis.

Art & Practice of Leadership Graduate, 2008. A multi-month focused leadership training program for selected management staff.