

Marc Moscato

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ARTS ADMINISTRATION, COMMUNICATIONS

PROFILE:

Experienced arts administrator with over ten years active involvement in nonprofit management and communications. Exceptional interpersonal and rapport-building skills. Special knowledge of media and public relations, emerging art forms and youth culture.

Extensive professional experience in:

- Project planning and event management
- Marketing and media outreach
- Strategic communications
- Staff and volunteer supervision
- Graphic design and database software
- Development, sponsorships and donor cultivation
- Program evaluation

PROFESSIONAL EXPERIENCE:

Marketing Manager – Museum of Contemporary Craft - Portland, OR 2008

- Managed marketing for nationally renowned organization dedicated to contemporary craft and education.
- Managed media and public relations, garnering extensive coverage in local, national and international print and electronic media.
- Wrote all copy for marketing materials including press releases, the Museum's Quarterly Bulletin, Web site content and assorted collateral.
- Developed and implemented strategic marketing plans, including placing ads, managing production schedules and developing targeted outreach initiatives.

Communications Coordinator - City Club of Portland - Portland, OR 2006-2008

- Managed communications for Oregon's premier civic affairs organization.
- Directed marketing and provided artistic direction in designing the Club's research reports, annual report, weekly *Bulletin* newsletter and Web site.
- Engineered audio for weekly OPB-broadcasted Friday Forums.
- Served as the staff liaison for the Club's programming and research boards.
- Curated "Changing Landscapes," an art show of contemporary political printmakers, developing relationships with new constituents.

Publicist & Operations - Microcosm Publishing - Portland, OR 2005-2006

- Directed communications for the world's largest zine distributor.
- Wrote and designed promotional materials, organized literary events, corresponded with media and managed online orders.
- Increased sales by creating a national database of alternative booksellers and designing and placing online ads.

Managing Director – Peripheral Produce – Portland, OR 2005-2006

- Managed all facets of operations for internationally-acclaimed film distributor.
- Produced promotional materials, coordinated production and managed communications.
- Increased sales through targeted web-based outreach efforts.
- Co-Directed the 2006 Portland Documentary and Experimental Film Festival.

ADDITIONAL EXPERIENCE:

Development/ Administrative Assistant - Community Cycling Center - Portland, OR 2005

- Researched and wrote grants for the nation's largest nonprofit bicycle center (\$50K in a six-month period).
- Secured sponsorships for KidsPedal, held in conjunction with the Rose Festival.

Events Programmer - Squeaky Wheel - Buffalo, NY 2004-2005

- Curated events, designed promotional materials and raised funds for media center.

Co-Founder, Programmer and Operations - My House - Eugene, OR 2002-2004

- Managed all facets of operation for volunteer-run arts center, including organizing and promoting 45 film, music and art exhibitions.

Independent Video Maker

- Produced videos that have screened at film festivals, arts spaces and non-traditional venues across the country including the New York Underground Film Festival, Chicago Underground Film Festival, Video Mundi Festival and many more.
- Recipient of the Arthur Weinberg Fellowship for Independent Scholars from the Newberry Library (Chicago, IL).

Publications

- Authored over twenty articles that have appeared in small press magazines and newspapers including *Artvoice*, *Bastal* and *The Squealer* (Buffalo, NY), *CultureWork* and *The Student Insurgent* (Eugene, OR), *Street Roots* (Portland, OR) and *Streetwise* (Chicago, IL).
- Self-published zines and artist books for ten years.

Volunteer Experience

Western New York Zine Archive – Co-Founder (Buffalo, NY 2005)

A Secret History of Eugene – Co-Founder (Eugene, OR 2003)

Arts and Administration Student Forum – Treasurer (Eugene, OR 2003)

Lucky Bum Film Tour (Portland, OR 2002)

Materials Exchange Center for Community Arts (Eugene, OR 2001)

Buffalo Activist Network – Co-Founder (Buffalo, NY 1998-2001)

Squeaky Wheel (Buffalo, NY 1997-2000)

EDUCATION:

University of Oregon (Eugene, OR)

M.S. Arts and Administration (2003); Focus: Community Arts, Nonprofit Management

State University of New York at Buffalo (Buffalo, NY)

B.A. Media Study (1998); Focus: Video, Documentary, Digital Arts