

Laura Leipzig
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Education:

San Francisco State University College of Extended Learning **01/2015-01/2016**

- Certificate in Non-Profit Management

Sonoma State University **08/2006-05/2009**

- BA Studio Art (Photography Concentration)
- Minor in Theater Arts (Dance Concentration)

Relevant Work Experience:

Teaching Artist

Sonoma Valley Museum of Art – Sonoma, CA **01/2021-present**

- Develop and teach topical and inclusive art lessons to 4th and 5th grade classes as a part of the Museum's A.R.T.S. program. Plan and install student work at the conclusion of the program. This year's lessons are taught virtually.

Education & Program Manager

Museum of Sonoma County - Santa Rosa, CA **03/2019-07/2020**

■ Public Programs:

- Planned and organized public programs at the Museum coinciding with each exhibition. These programs ranged from exhibition opening receptions, to history lectures, to art workshops, and Museum Family Day events with over 500 guests in attendance.
- Ran public programs with a hands-on approach, supervising a team of paid and volunteer staff.
- Shifted to hosting virtual lectures, interviews, and art lessons via Zoom in light of COVID-19 preventing public gatherings.

■ Youth Education Programs:

- Ran the Museum's **Youth+Art** summer programs. Communicated with parents and students, provided all administrative support and grant documentation.
- Managed the Museum's **Art4Kids** program which brought teaching artists into 5th and 6th grade classrooms to up to 9 low income Santa Rosa Schools. Running this grant funded program involved partnering with a contracted professional to write art lesson curriculum inspired by the Museum's current exhibitions, hiring teaching artists, managing supply budgets, and scheduling classes.

■ Museum Tour Coordination:

- Ran the Museum's Visual Thinking Strategies (VTS) based tour program, which offered personalized tours for groups ranging from kindergarten through senior adults.
- Led tours of Museum exhibitions, and taught art lessons to visiting classes covering topics that related to the current exhibition.
- Trained new docents, and held bi-monthly docent meeting covering information in the exhibitions as well as topics such as keeping your group engaged and making tours accessible to all.

■ Volunteer Management:

- Coordinated the Museum's volunteer and internship programs.
- Screened, trained and oriented new volunteers and interns. Communicated with other museum staff regarding to the volunteer staffing needs in their departments.
- Developed an improved College Internship Program, designed to better meet the needs of interns and Museum staff.

Gallery Manager

Arts Guild of Sonoma – Sonoma, CA

12/2016-07/2019

- **Gallery Operations/Administration:**
 - Managed the daily operation of a non-profit art gallery.
 - Trained and oriented new members, enforced gallery best practices, and placed members into volunteer jobs that fit their skills and the guild's current need.
- **Exhibition and Event Planning:**
 - Worked closely with members of the board on planning the annual calendar of exhibitions.
 - Managed events and programs the gallery held throughout the year.
- **Marketing and Community Outreach:**
 - Designed print media and wrote content to be used in the Guild's newsletters and press releases.
 - Managed the gallery's social media pages.
 - Represented and promoted the gallery through community events, city organizations, and collaborations with other arts organizations. Occasionally represented the organization on local radio/TV.
- **Development/Community Membership:**
 - Oversaw the gallery's Community Membership Program. Created a "Business Community Member" designation as a way to reach out to local businesses to ask for support. Sent out membership renewal requests and collected payments.
- **Exhibitions/Curatorial:**
 - Founded and curated the *Next Generation* Art Show highlighting a few exemplary up and coming Sonoma County Artists for three consecutive years.
- **Program Creation:**
 - Co-created and sought funding for a brand new Student Artist Residency Program. This program was intended to provide graduating BFA students with a chance to experience showing their artwork as a member of a cooperative gallery, and to obtain studio space with less financial burden.

Assistant Store Manager

Aaron Brothers Art and Framing – Santa Rosa, CA

04/2010-07/2015

- **Store management:**
 - Managed a high volume custom frame shop and retail store.
 - Wrote weekly store schedules and managed payroll for the store based on sales trends and framing workload.
 - Hired and trained new associates. Developed and coached associates on work performance and sales techniques. Increased the store's yearly sales comp each year for five consecutive years.
 - Resolved customer complaints and promoted a high standard of customer service.
 - Prepared the store for inventory, yearly audits, and corporate visits. Insured ad-sets were accurate and store merchandise was priced correctly.
- **Custom Frame Design and Construction:**
 - Designed and sold custom picture framing, maintaining one of the top sales averages in the store.
 - Custom framed artwork; cut mats, built frames, stretched canvases, and mounted pieces in archival settings.