McKenzie Shelton •

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**EDUCATION**

**M.B.A.** **East Carolina University (ECU), Greenville, NC** December 2019

Specialization: Public Art Administration, Arts-Driven Economic Development

**B.F.A in Film & Media Production ECU** June 2017

EC Scholar (ECU’s most prestigious merit award), Magna Cum Laude, Honors Designation

Thesis Documentary: *HU$TLE: The Economic Impact of the Arts* [https://www.youtube.com/watch?v=eq420EcMYZU](https://youtu.be/o3FKO2rBW8Q)

**AWARDS & GRANTS**

**Practicing Artist Scholarship,** to attend Americans for the Arts National Convention2019 **Conference Scholarship,** to attend Southeast Creative Placemaking Leadership Summit 2019

**\*EC Scholar:** ECU’s most prestigious merit award including all tuition, fees, and study abroad 2013-2017

**Undergraduate Research & Creative Activity Grant,** for senior thesis documentary production 2017 **Scholarly Activity Awards for Students,** to attend Society for Photographic Education Conference 2017

**1st Place Winner,** Film Art, *Rebel 58 Literary & Arts Magazine,* juried competition2015

**1st Place Winner,** Best Comedy Film, Best Actress / Campus Movie Fest2014

**TEACHING EXPERIENCE**

**Graduate Teaching Assistant** / ECU Honors College, 2017-2019

Design Thinking and Human-Centered Design, Videography

**Instructor and Program Manager in Arts & Outdoor Education** /Hidden Valley Summer Camp, Freedom ME 2016

Designed nature and arts programming for international children ages 8-14, both English and non-English speakers; media included sculpture, bookmaking, found materials collage, digital media, and film

**PROFESSIONAL EXPERIENCE**

**Americorps VISTA Community Arts & Communications Specialist, Intern Liaison** / LexArts, Lexington KY Oct 2020-now

* Supporting arts programming: artwork intake and documentation, management of outdoor public art projects, coordinating live events, online exhibitions, development and fundraising
* Creating marketing materials and supporting communications efforts: social media content and management, photo/video, email campaigns

**Nightfall Farm Arts Residency Founder, Director** / Crothersville IN 2019-2020

*Arts Residency Founder, Director*

• Collaborate with farmers/owners to create environmentalism-focused community-engaged arts residency, design application process and identify possible applicants

*Artist-in-Residence*

• Make photographs, original music, and partner with the Hoosier Young Farmers Coalition and Oak Heritage Conservancy to plan community performance showcase

**Makers Honors Arts Residency Founder, Director** / ECU Honors College, Greenville NC2018-2019

* Developed budget, marketing, designed application qualifications and application review process, wrote residency manual, conducted student learning evaluations, implemented improvements in second year of program
* Planned arts curriculum, scheduled guest artist speakers, curated two exhibitions in local galleries, lead monthly critiques of student work, lead student project concept development

**Assistant to the Director** /Jaycee Park Center for Arts & Crafts, Greenville NC2017- 2018

* Provided administrative support for community programming: scheduling, acquisitions, marketing, media production, bookkeeping, coordinating staff/volunteers
* Planned curriculum and instructed children’s art classes at summer camps and for special populations groups

**Social Media Strategy & Design, Event Management Consultant (Contract)** /Greenville NC2015-now

* + Create and manage digital media for private clients (websites, video/photo, e-newsletters, graphics, e-marketing)
	+ Project/event management including scheduling, budgeting, booking, invoices, community relationship building

**SAMPLE CREATIVE SCHOLARSHIP**

**PhD Portfolio (password:** mckenzieamst**)** <https://freedomcreatives25.wixsite.com/mckenzieshelton/creative-portfolio-phd>

**Graduate Intern, Public Art and Arts District Development** /Pitt County Arts Council2018-2019

* Compiled and reviewed literature on public arts funding and policy in American communities, arts district development and its sociocultural impacts, and arts-driven economic development strategies to mitigate gentrification
* Contributed findings to Pitt County Arts Council’s “Arts District Recommendations to the City of Greenville” and to policy proposal for 1% Capital Funds Allocation for the Arts, designed survey questions for the Arts District Community Survey

**Economic Impact of the Arts** / Greenville NC, Senior Thesis Documentary2016-2017

* Compiled and reviewed literature on economic impact of arts, conducted interviews, shot and edited footage, directed crews of five to ten people in lighting, camera setting, and video capture

**INTERNSHIPS**

**Arts Nonprofit Administration Intern** /Emerge Gallery & Arts Center, Greenville NC2017

**Art Gallery Operations Intern** /Emerge Gallery & Arts Center, Greenville NC2016

**Public Arts Administration Intern** /Jaycee Park Center for Arts & Crafts, Recreation & Parks Dept, Greenville NC2017

**PRESENTATIONS & POSTER SESSIONS**

*“*Arts District Working Group, Greenville NC*”* Pitt County Arts Council Arts District Working Group Meeting, February 2019

“Intersecting Economic and Social Impacts in Arts District Planning” ECU Research and Creative Achievement Week’s Innovation, Entrepreneurship and Intersection of Arts & Sciences Showcase, March 2019

“Using Public Arts to Heal Past Social Injustices and Promote Economic Vitality” TEDxECU, Greenville, NC, November 2018

<https://youtu.be/o3FKO2rBW8Q>

“MAKERS: student arts residency emphasizes service, expression, and the creative process” National Collegiate Honors Council conference, Boston, MA, November 2018

“The Importance of the Arts & Triple Bottom Line Investing for a Growing Greenville,” Documentary screening and presentation at ECU’s Intersection Arts@Sciences research event, March 2018

“HU$TLE: The Economic Impact of the Arts,” Documentary screening and presentation at Greenville NC Rotary Club, March 2017

“HU$TLE: The Economic Impact of the Arts,” Documentary screening and presentation at ECU’s Joyner Library Forum, February 2017

“HU$TLE: The Economic Impact of the Arts,” Documentary screening and presentation at State of North Carolina Undergraduate Research & Creativity Symposium, Campbell University, Bouie’s Creek, NC, October 2017

“HU$TLE: The Economic Impact of the Arts,” Documentary screening and presentation at the Greenville Museum of Art, Greenville, NC, May 2017

“Love Where You Live: The Impact of Community Arts Engagement on Greenville NC,” ECU Research & Creative Activity Achievement Week’s Intersection Arts@Sciences research event, March 2017

“Learning to Play: An Analysis of Inclusive Arts Communities,” ECU Chancellor’s Honors Internship Showcase: PI: Dr. Raychl Smith, ECU School of Music, April 2015

“Music for Every Body,” Society for Music Teacher Education Conference, Greensboro, NC: PI: Dr. Raychl Smith, ECU School of Music, February 2015

“Students’ Perception of the Importance of Creativity in their Future Vocation,” ECU Honors Research Colloquium, November 2014

**CAMPUS & COMMUNITY ACTIVITIES**

Founding Member, Public Mural Committee / Greenville NC 2019

Graduate Representative, ECU Honors College Alumni Society Board of Directors 2019

Volunteer Planning Committee, Profound Sound Music Festival / Tarboro NC 2019

Founder of virtual queer community group / (online) 2018-current

Volunteer Glass Blowing Public Demo Assistant, The GlasStation / Farmville NC 2017

President, ECU Cinema Guild 2015

Volunteer Marketing, Festival Operations, Shakori Hills Music & Dance Festival / Pittsboro NC 2013-current

**PROFESSIONAL DEVELOPMENT**

Let’s Talk about Race Webinar (1) from Kentucky Nonprofit Network 2020

Crafting Clear Diversity, Equity, & Inclusion Goals (1) from Kentucky Nonprofit Network Virtual Summit 2020

Diversity, Equity, & Inclusion through Governance (1) from Kentucky Nonprofit Network Virtual Summit 2020

Americorps VISTA Trainings from The Plantory (3) 2020

Social Media Management for Nonprofits (1) from The Good Giving Challenge 2020

Virtual Cultural Equity Learning Community Cohort (8 weeks) from Arts Connect Int. 2020

Virtual Racial Equity Webinar Series (2) from The Equity Paradigm 2020

Shadowed and took minutes for North Carolina Arts Council SmART Cities Grant Resource Team 2018-2019

Creative Placemaking Webinars (4) from the National Consortium for Creative Placemaking 2018-2019

Equity-Centered Group Facilitation Workshop from ArtPlace, Inc. 2019

**PROFESSIONAL AFFILIATIONS & CONFERENCES**

ClickUp LevelUp Virtual Productivity Webinar 2020

Kentucky Nonprofit Network Virtual Summit 2020

Americans for the Arts National Convention / Minneapolis MN 2019

Southeast Creative Placemaking Conference / Columbia SC 2019

ARTS Day Legislative Policy Conference / Raleigh NC 2019

Annual Duke Feminist Theory Workshop / Durham NC 2019

National Collegiate Honors Council Conference / Boston MA (presenter) 2018

National Collegiate Honors Council Conference / Atlanta GA 2018

Society for Photographic Education National Conference / Orlando FL 2017

Society for Music Teacher Education Conference / Greensboro NC (presenter) 2015

**EVENT MANAGEMENT/CURATORIAL EXPERIENCE**

Digital Archiver, Gallery Assistant, *Now Here Exhibition*, LexArts / Lexington KY and online 2020

Director, Performer, *Communitas Livestream Concert* / (online) 2020

Director, Digital Exhibition, *Embody Logo Community Coloring Showcase* / (online) 2020

Director, *Nightfall Farm Community Potluck and Performance* / Crothersville IN 2020

Director, *Makers Honors Arts Residency Final Exhibition* / Greenville NC 2019

Director, *Room 108 Gallery Community Art Benefit Show* / Greenville NC 2019

Graduate Co-Director, *Honors College Talent Showcase* / Greenville NC 2019

Volunteer Planning Committee, Profound Sound Music Festival / Tarboro NC 2019

Director, *Makers Honors Arts Residency Work-In-Progress Exhibition* / Greenville NC 2018

Director, *ECU Cinema Guild Film Festival* / Greenville NC 2015

Talent Recruitment, Event Director, *Pitt County AIDS Service Organization Benefit Show* / Greenville NC 2013

Volunteer Marketing and Festival Operations, Shakori Hills Music & Dance Festival / Pittsboro NC 2013-current

**PUBLISHED WRITING**

Poem published in Sanctuary: *Southern Regional Honors Society’s Literary Magazine* 2020

Contributing author, “Recommendations for an Arts District in Greenville”by the Pitt County Arts Council, commissioned by the City of Greenville 2019

Guest writer for ECU College of Business newsletter, *Stocknotes* 2019

Guest news writer for *Roanoke Beacon* 2019

1st Place in Poetry, *Rebel 59 Literary & Arts Magazine* 2016

Six poems published in *Expressions Magazine,* juried competition 2016

1st Place in Fiction, *Rebel 58 Literary & Arts Magazine* 2015

**TECHNICAL SKILLS & CERTIFICATIONS**

Certificate in *Bringing Ideas to Action with Design Thinking,* IDEO U Design Firm / December 2017

Proficiency in Adobe Creative Cloud including Premiere Pro, Photoshop, Lightroom, InDesign, Audition, Illustrator

Proficiency in Microsoft Office including Excel, Word, PowerPoint

Proficiency in ClickUp project management software

Proficiency in online marketing/communications platforms including MailChimp, Constant Contact, Adobe Spark

Proficiency in social media platforms including Facebook, Instagram, Twitter, LinkedIn, Pinterest

Proficiency in data analysis including forecasting, optimization, simulation modeling

Experience designing and administering surveys on Qualtrics, SignUpGenius, Google Forms, Doodle Poll

Proficiency in online facilitation tools including Zoom, WebX, Skype, etc.

**SELECTED MEDIA PRODUCTION EXPERIENCE**

**Website Design**

Involution Yoga, business website <https://www.involutionyoga.com/> 2020

Samantha Flores Cellist, professional website <https://www.samanthaflores.com/> 2019

Pocosin Innovative Charter School, public school website (client has since extensively edited the site) 2019 <https://www.pocosininnovative.com/>

Chip Chesson Realty and Development, professional website <https://freedomcreatives25.wixsite.com/chipchesson1> 2017

**Photography—**Photo/Video Portfolio: <https://freedomcreatives25.wixsite.com/mckenzieshelton/photo-video>

Photo-essay, “Thoughts and Images from the Greenville NC ‘Send Her Back’ Trump Rally” on personal blog 2019

<https://anadventofsense.blogspot.com/2019/08/thoughts-and-images-from-greenville-nc.html>

Photos of laser cutting process featured in *Ceramics Monthly November* 2017

Photos published in *She Was Familiar with Wars,* collaborativeindependent chapter book 2017

Sponsored photographer/videographer for Honduras Medical Mission Trips (airfare) 2015-2016

**Film Production**

Videographer for East Care Emergency Evacuation Helicopter Training Simulation, Greenville NC 2018

Writer, Director, Producer, Editor: *The Strategy of Florentine Architecture,* independent film project 2016

Promotional Videographer for ECU Honors College 2015- 2016

Writer, Director, Producer, Editor of promotional video for non-profit, *Threads of Hope* 2015

**INTERNATIONAL EXPERIENCES**

Personal travel in Italy to study relationship between street art and gentrification, 3 weeks 2019

Italy Intensives Semester Study Abroad Program, 3 months 2016

Attended Lucca Film Festival in Italy, plenary speaker George A. Romero “Father of Modern Zombie Genre” 2016

Taught jewelry-making workshops at *Fuente de Vida Hogar de Ninas*, Taulabe, Honduras, 2 weeks 2016

Photographer/Documentarian of health screenings in Taulabe, Honduras, 1-week 2015

**LANGUAGE**

Basic proficiency in reading/writing Italian

**RELEVANT COURSEWORK**

**East Carolina University (Graduate)**

ACCT 6241 Financial & Managerial Accounting (Prof. Amanda Peterson) Fall 2017

MIS 6713 Delivering Business Value Through Information Systems (Prof. Ravi Paul) Spring 2018

MKTG 6822 Marketing Strategy (Prof. James Zemanek) Spring 2018

OMGT 6123 Quantitative Methods (Prof. Margaret Capen) Spring 2018

BUSI 6003 Internship in Business—Pitt County Arts Council Fall 2018

BUSI 6003 Second Internship in Business—Pitt County Arts Council Spring 2019

FINA 6214 Government Relations of Business (Prof. Jack Karns) Spring 2019

OMGT 6613 Management Science (Prof. William Swart) Spring 2019

MGMT 6802 Organizational Behavior (Prof. Walter Grubb) Summer 2019

FINA 6204 Analysis of the Business Economic Environment, Micro & Macroeconomics (Prof. Oneil Harris) Summer 2019

OMGT 6333 Project Management (Prof. Ying Liao) Fall 2019

**East Carolina University (Undergraduate)**

HNRS 2000 Honors Leadership and Service Colloquium (Prof. Todd Fraley) Fall 2013

ART 1020 Design I (Graduate student-taught) Spring 2014

ART 2205 Digital Video Production (Prof. Ken Wyatt) Spring 2014

PHIL 2271 Philosophy of Art (Prof. George Bailey) Spring 2014

ART 1025 Digital Design (Prof. Audrey Mott) Fall 2014

ART 2206 Applied Production Techniques (Prof. Ken Wyatt) Fall 2014

HNRS 3000 Honors Research Colloquium – Arts Research Section (Prof. Liz Fogarty) Fall 2014

ART 1907 Art History I (Prof. Michael Duffy) Spring 2015

ART 2430 Critical Film Analysis/Production Technology (Prof. Michael Tierno) Spring 2015

HNRS 3100 EC Scholars Research–Community Arts Research (PI: Prof. Raychl Smith, Prof. Liz Fogarty) Spring 2015

ART 1906 Art History II (Prof. Punam Madhok) Fall 2015

ART 2480 Visual Storytelling (Prof. Ken Wyatt) Fall 2015

ART 3420 Cinema, Lighting, Audio Capture (Prof. Erick Green) Fall 2015

ART 3464 Agency Film Production (Prof. Michael Dermody) Fall 2015

ART 3280 Concepts in Photography (Prof. Angela Wells) Fall 2016

ART 3450 Post-Production Editing (Prof. Michael Tierno) Fall 2016

ART 4000 Community Arts Management (Prof. Holly Garriott) Fall 2016

ART 4010 Community Arts Work Experience—Emerge Visual Art & Design (Prof. Holly Garriott) Spring 2017

ART 4440 Senior Documentary Production—The Economic Impact of the Arts (Prof. Lisa Beth Robinson) Spring 2017

HNRS 4100 EC Scholars Leadership Internship—Pitt County Arts Council (Prof. Holly Garriott) Spring 2017

ARTH 3990 Art History & Its Methods—The Political Economy of the Arts (Prof. Ron Graziani) Summer 2017