

ACTIVITIES DIRECTOR – ARTS COORDINATOR

Versatile program, project, and activities coordinator offering experience in diverse initiatives ranging from communally designed murals to large scale creative events. Combine passionate creativity with pragmatic strategy to encourage community participation and to develop and maintain residents' fullest potential through planned activities.

..... PROFESSIONAL OVERVIEW

Lifetouch National School Studios/Shutterfly, Inc.

1017 Wilso Drive, Baltimore, MD

Jan. 1995 –Feb. 2021 **Operations Manager** Maryland, Pennsylvania, Virginia, Delaware and D.C.

LNSS is the largest school photography company in the United States and acquired my previous employer, Segall Majestic, in Jan. 1995. Hire, train, supervise, coordinate and coach the activities of operational support professionals. Coordinate with other key leaders to assure account satisfaction, territory growth, fiscal responsibility and short term and strategic goals. Proficient in Microsoft Office Suite, Google Suite, Adobe Photoshop, Salesforce, on line conferencing apps, social media platforms and Lifetouch proprietary systems.

Segall Majestic, Inc./Elegant Images Franchise Corporation

1017 Wilso Drive, Baltimore, MD

March 1994 – Jan. 1995 **Vice President – Production**

Responsible for all photographic production including school yearbook photos and ID cards as well as portraits from proms and dances, school fund raisers, high school sports, school year candids and glamour photos. Supervised a staff of 23 full time employees and 55 seasonal employees. Reported directly to CEO and actively participated in strategic planning with senior management team.

Oct. 1992 – Jan. 1995 **Vice President – Franchise Development**

Feb. 1991 – Oct. 1992 **Director of Franchise Development**

Elegant Images, a division of Segall Majestic, Inc., was a national chain of franchised high fashion photography studios. Concurrent to the above areas, duties with this company became progressively more responsible including the conception and documentation of all operational procedures. Main core of duties lay in developing the skill of franchisees in the areas of personnel recruiting, interviewing, hiring and training, ad development and market planning beginning with initial start up of each location and including continuing counseling and support. Opened 14 stores by 5 franchisees in 8 states.

Dec. 1988 – Feb. 1991 **Director of School Services**

Mar. 1988 – Dec. 1988 **Asst. Director of School Services**

Responsible for coordinating all communication and services for school accounts including scheduling portraits, candids, seminars and service items such as yearbook portraits, ID cards and prom favors. Organized efforts of staff of 18 regular and 12 seasonal employees in conjunction with 4 other departments.

MARTHA L. SIMONS

..... COMMUNITY ENGAGEMENT

- Community Artist, **Fundamentals of Drawing** 2021
Developed curriculum and taught 3rd grade online art course.
- Community Activities Organizer, **Humans of Butchers Hill** 2021
Created prompts and interviewed participants in neighborhood Facebook group to increase familiarity and grow community.
- Community Artist, **Chester Street Critters** 2020 - 2021
Installed magical critters along Chester Street in Baltimore, Maryland to provide comfort and entertain the residents.
- Community Arts Coordinator, **What's Next** 2019 - 2021
Engaged in organization and the broader community by offering educational events and social activities. Facilitated volunteer engagement, creation of an infrastructure of communication and encouragement. Co-founded a Ukulele band for aspiring musicians.
- Community Arts Coordinator **Window Solstice** 2019 - present
Inspired community to create brightly lit window displays culminating in an annual community event. Incorporated a guided tour with caroling and hot cocoa stations. Designed a self-guided tour via an online map.
- Community Artist, **Ping Pong Table Craft Nights** 2019
Initiated "Pop Up Ping Pong Table Craft Nights", featuring low-brow printmaking and mixed media Valentines to stimulate community engagements.
- Community Arts Coordinator, **Make Something** 2018 - 2019
Moderated a group of local artists who met monthly to "Make Something" to stimulate further creativity and connection.
- Co-founder, Creativity Director, **Creative Wellness** 2018 - 2019
Provided art involvement and enrichment to positively impact employees. Created fun and easy art workshops for non-artists at lunchtime in various companies.
- Community Artist, **Guide Birds** 2018
Spearheaded 3D "Guide Birds" sculpted from the East Baltimore Guide newspapers in conjunction with the "Art to Dine For" fund raiser for the Creative Alliance.
- Community Arts Coordinator, **Chalk Night Wednesday** 2017 - present
Initiated sidewalk art throughout community. Created online sign-up sheet to encourage different hosts who provide a clean sidewalk and kid friendly snacks.
- Community Artist, **Little Italy Madonnari Chalk Festival** 2017 - present
Participated in 3-day cultural event showcasing elaborate chalk paintings created by artists directly on the streets of Little Italy.

..... EDUCATION

Johns Hopkins University – Baltimore, MD, **Master's of Administrative Science candidate**
Concentration in Information Systems

Indiana University – Bloomington, IN, **Bachelor's of Art in Fine Art**