

RACHEL CRAFT

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EXPERIENCE CONTENT STRATEGIST

June 2013 - Facebook, San Francisco, CA

Present

- Plan, write, and edit content, including interface language, product education materials, product names, navigational nomenclature, and other content on Facebook. Help develop the UX design for interactions throughout web and mobile experiences. Contribute to content standards and the evolution of Facebook's voice.
- Collaborate with designers, researchers, product managers, product marketers and engineers to serve a global audience.

EXPERIENCE DIRECTOR OF PUBLISHING AND MEDIA

January 2011 - Indianapolis Museum of Art, Indianapolis, IN

March 2013

- Oversaw the video, editorial, and photography teams at the museum and the production of all related content.
- Led multi-platform digital initiatives with a focus on the development of deep, media-rich content to engage both online and in-gallery visitors. Initiated a strategy of modular content creation and deployment. Managed the production of complex digital projects.
- Collaborated on usability testing, project specifications, information architecture, and wireframe development for numerous projects. Initiated the museum's first online content audit.
- Directed publications staff in the development of museum print and digital catalogues and manage the overall scope for each project. Collaborated closely with contributors, designers, editors, and media staff to shape the content for each publication. Developed strong working relationships with co-publishers and oversaw related contracts.
- Developed creative strategies for content, format, and distribution of each digital publication. Facilitated workflow between third party design agency and development team. Conducted extensive research on digital publishing platforms and distribution methods.
- Established the museum's first interactive design fellowship to prioritize innovation and creativity in design and usability.
- Wrote and edited web content. Worked closely with both internal and external contributors. Cultivated stories from raw content for use on multiple platforms.
- Oversaw ArtBabble (www.artbabble.org), a niche content portal for video about art and artists.
- Project managed the museum's collaboration with the Google Art Project.
- Managed departmental budget.

May 2004 - **COMMUNICATIONS AND WEB MANAGER**

December 2011 The Pulitzer Foundation for the Arts, St. Louis, MO

- Managed the online presence for the Pulitzer, including content production and editing, strategic and creative oversight of all websites and social media outlets, the information architecture and user experience for each project, and the direction of related budgets.
- Project managed award-winning exhibition microsites and in-gallery interactive kiosks; coordinated the production process from conception to launch. Worked closely with curatorial, registration, and programming departments, as well as external web design company and vendors to realize each project.

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- Co-founded and co-managed the shared blogging initiative 2buildings1blog (www.2buildings1blog.org) with the Contemporary Art Museum St. Louis. Recognized as one of the first museum blogs in the nation.
- Led the conception and implementation of the communications strategy, including building and developing local, regional and national media contacts to raise awareness of the institution and related activities.
- Developed the initial and subsequent marketing strategies for the institution and directed all campaigns and related budgets. Managed and implemented marketing campaigns, including copywriting, editing, creative direction, and media placement.
- Oversaw communications staff.

October 2009 - Present

FLASH POINTS EDITOR

Art:21, New York, NY

- Oversight of Flash Points, an ongoing series on the Art:21 blog, which regularly addresses topical issues relevant to contemporary art. Develop new themes and approach writers from a range of backgrounds to contribute blog posts relevant to the topic. Edit and coordinate submissions.

CONFERENCES

November 2012

PRESENTER, MUSEUM COMPUTER NETWORK

- Co-presenter in a session focused on agile digital publication strategy.

July 2012

PRESENTER, ASSOCIATION OF MIDWEST MUSEUMS

- Co-presenter in a session focused on cross-departmental digital content strategy.

April 2012

PRESENTER, MUSEUMS AND THE WEB

- Co-author and co-presenter with the Whitney Museum of American Art, "From the Ground Up (or the Inside Out): New Approaches in Digital Publishing."

Spring 2011

JURY CHAIR, AMERICAN ASSOCIATION OF MUSEUMS

- MUSE Awards, Media and Technology Committee. Jury Chair for the Public Outreach category.

Spring 2010

JURY CHAIR, AMERICAN ASSOCIATION OF MUSEUMS

- MUSE Awards, Media and Technology Committee. Jury Chair for the Online Presence category.

September 2009

PRESENTER, ASSOCIATION OF MIDWEST MUSEUMS

- Co-presenter, "Inside Out: Building Broader Audiences Through Public Curation."

EDUCATION

May 2004

BACHELOR OF ARTS IN COMMUNICATIONS, MINOR IN ART HISTORY

University of Missouri-Columbia

ADDITIONAL SKILLS

COMPUTER

Comfortable with both Mac and PC software including Adobe Suite Products, iMovie editing, Microsoft Office, iWork and Google Apps.

WEB

Knowledge of HTML. Experience with content management systems, including Wordpress and Drupal sites. Experience with digital asset management systems. Experience in graphic design, web editing and copywriting, website production, information architecture, and social media strategies. Comfortable with project management software, including Basecamp and JIRA.