

SHARON COUGHRAN

GRAPHIC DESIGNER & FINE ARTIST • EDUCATOR • NON-PROFIT FUNDRAISER
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RESUME

OBJECTIVE

Seeking a full-time position in the areas of Art Direction/Teaching/Institutional Advancement in higher education, art museum administration, or non-profit organization.

EDUCATION

BA, University of California, Santa Barbara

MFA, University of California, Santa Barbara

Certificate in Visual Communications, University of California, Santa Barbara, Extension

SKILLS

- Experienced College instructor in 2D studio art and art history
- Highly creative art direction and content development for brochures, catalogs, print & web advertising
- Excellent writing skills for press releases, newsletters, catalogs, and brochures
- Proficient in InDesign, Photoshop, Illustrator, Microsoft Office Suite, Constant Contact, Givezooks!
- Successful fundraising outcomes for non-profits through annual fund campaigns, event planning, and grant writing
- Dynamic public speaker and outreach coordinator
- Highly organized, dependable, and professional

PROFESSIONAL EXPERIENCE

I. TEACHING & GALLERY MANAGEMENT

2005-Present: Ventura College

Studio Art Instructor & Lecturer

- Design I & II, Drawing I & II, Gallery Management, Art Appreciation, Art History I

Ventura College Gallery Director (2005-2007)

- Organized the annual exhibition schedule (slide review and competition management)
- Installed and dismantled 10 exhibits annually in Gallery 2 and New Media Gallery
- Wrote curatorial statements and copy for promotional materials
- Managed the One Book One Campus program for both galleries
- Supervised 8-10 student workers

Art Direction:

- Designed the Ventura College Annual Exhibition Calendar and all gallery promotional materials

1999-2005: Oxnard College and Cal State University Channel Islands (CSUCI)

- Lecturer for returning students in the PACE Program at Oxnard College and CSUCI
- Art Instructor in the high school outreach program at Santa Clara High School, Camarillo High School, Channel Islands High School, and Oxnard High School

II. INSTITUTIONAL ADVANCEMENT

2010-Present: St. Bonaventure High School, Director of Advancement

Managed the following programs:

- **Alumni Relations:** increased the alumni database by 250% in three years through social media, reunions, and alumni outreach
- **Annual Fund Campaign:** Wrote annual fund letters, donation acknowledgements, and supervised phone bank with 10 volunteers
- **Cost of Education Partnership (COEP):** Wrote COEP letter, donation acknowledgements, and supervised phone bank with 8-10 volunteers

- **Matching Gifts** – Doubled the Corporate Giving Program in three years
- **Sponsor-A-Student**- Developed the tuition assistance program for students in need
- **Event Planning**: Supervised the Annual Dinner Auction including live/silent auction and casino
- **Planned Giving**: Cultivated alumni legacy program with major donors
- **Grants**: Secured 5-7 grants annually for Robotics, Music, Science/Technology, and professional development for staff
- **Alumni Newsletter**: Wrote and designed the quarterly e-newsletter
- **Art Direction**: Content development and design for quarterly alumni e-newsletter, web and print ads, catalogs, and brochures

2007-2010: Santa Clara High School, Director of Institutional Development, Oxnard, CA

Managed the following programs:

- **Alumni Relations**: increased the alumni database by 70% in three years through reunions and alumni outreach
- **Annual Fund Campaign**: Wrote Annual Fund letters, donation reminders, and acknowledgements
- **Event Planning**: Supervised the Annual Dinner Auction including live and silent auction
- **Grants**: Secured grants for Title I, Science & Technology
- **Alumni Newsletter**: Wrote and designed the quarterly e-newsletter
- **Art Direction**: Content development and design for quarterly alumni e-newsletter, web and print ads, catalogs, and brochures

III. CREATIVE DIRECTOR/ BUSINESS OWNER

1991-1998: Zelo Group Inc., Ventura, CA, Creative Director

- Created 4-color brochures, catalogs, magazines, newspaper ads, and package design
- Supervised collateral materials designed on Adobe PageMaker, Illustrator, and Photoshop
- Worked with printers, pre-press output, press checks, and mail distribution
- Managed a 15 person team in such areas as payroll, budget planning, and scheduling

IV. CURATOR OF TEMPORARY EXHIBITIONS

1985-1988: Museum of Tolerance, Los Angeles, CA

- Selected and implemented annual exhibition calendar
- Installed and dismantled exhibitions
- Produced announcements and exhibition materials
- Wrote curatorial statements and exhibition catalogs