

TARYN WISE

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Visual & Graphic Arts Management

Master of Arts Degree

Bachelor of Fine Arts

Apprenticeship - Graphic Design

Apprenticeship - Advertising

Art History - American and Modern 1750 – 1940 (Univ of Il, Urbana, IL)

Studio Art (Lindewood University, St Charles, MO)

Typesetting, Page Layout, Camera Ready Design – (Ziegle Printers, Peoria, IL)

Logo & Marketing Design, Photography/Darkroom – (Infinity Unlimited, Peoria, IL)

• Adobe Creative Suite - Photoshop/InDesign/Illustrator	➤ Marketing, Advertising & Logo Design Digital Photography & Imaging
• Adobe Go Live/Dreamweaver	➤ Graphic Design for Print & Web
• Adobe Acrobat	➤ Press Ready Files - PDF x1a Standard
• E-Mail Marketing & Design, FTP	➤ Opt-in Email Lists, Newsletters
• Microsoft Office Suite & Quick Books	➤ Office Administration & Training
• ACT Database, CRM software, Bento	➤ Database Customization & Training Maintenance & Registry
• Social Marketing – Facebook, Twitter	➤ Public Relations & Promotions

OWNER / ART DIRECTOR– Taracor, LLC

1995 – current

Taracor, LLC (Santa Fe, NM) – firm specializing in software customization, digital imaging, graphic design, web design and marketing design. Both MAC X and PC formats. Graphic design solutions and marketing programs developed for many businesses including Shidoni Galleries, Mountain Trails Galleries, Sage Creek Gallery, Inner Eye Gallery, Sedona Music Boxes, Suvati Gallery, Oak Creek Technology, Feliz Navidad and La Fuente Gallery.

- **Web and Marketing Design.** Creation of original concept and layout. Integration is accomplished through the use of company logo, brand message, color usage, page layout and overall visual impact. Logo, brochure, letterhead and business card design
- **Digital Imaging.** Digital photography of products/artwork offer turn-key solutions for Web Sites and the graphic/print media, direct mail and in-house brochures. Print media ad integration including Service Bureau specifications for press ready files and images.
- **Software Customization.** Maximize existing software programs for their ultimate usability. Research the needs of each client and determine how the software can best work for them. Customize existing software to do individual jobs related specifically to the clients needs and wishes. Combine several software programs to further increase flexibility and versatility. Individual and group tutorial sessions for various software packages and customizations.

GALLERY MANAGER – Shidoni Gallery, Inc.

2009

Shidoni Gallery and Foundry (Bishop's Lodge Rd, Tesuque, NM) - Fine art gallery specializing in Contemporary sculpture and mixed media. World famous foundry known for monumental fine art casting.

- **Marketing and Image Design.** Design of e-marketing campaigns with the creation of concept and layout using a HTML editor. Integration is formulated through the use of company logo, brand message, color usage, page layout and overall visual impact. Focus on advertising and marketing design using Adobe Creative Suite to build ads for magazines and brochures. Write and organize press releases, advertising copy and marketing materials. Print advertising control is accomplished by creating press ready files and images according to x1a pdf or tiff format.
- **Sales Management.** Oversee floor sales, Internet sales, and email marketing sales. Integral in artist selection. Liason for Public Arts Programs including the selection of qualified artists and the drafting of proposals and presentations. Data entry: gather, organize and analyze all client information including personal information, purchases, past & future interests, sales follow up, direct mail history, shipping details and all email and phone conversations. issues.

DIRECTOR – Sage Creek Gallery, Inc.

2007 – 2009

Sage Creek Gallery (Old Santa Fe Trail, Santa Fe, NM) - Fine art gallery specializing in traditional bronzes and paintings.

- **Marketing and Image Design.** Design of e-marketing campaigns with the creation of concept and layout using a HTML editor. Integration is formulated through the use of company logo, brand message, color usage, page layout and overall visual impact. Focus on advertising and marketing design using Adobe Creative Suite to build ads for magazines and brochures. Write and organize press releases, advertising copy and marketing materials. Print advertising control is accomplished by creating press ready files and images according to x1a pdf or tiff format.
- **Sales Management.** Oversaw all marketing - floor sales, advertising sales, Internet sales, telemarketing and direct marketing. Leading sales performer writing 39% of sales.
- **Information Management.** Develop customized contact management software to improve client relationships and build long term collectors. Gather, organize and analyze all client information including personal information, purchases, past & future interests, sales follow up, direct mail history, shipping details and all email and phone conversations. Log and analyze customer service issues. Integrate accounting, inventory and database solutions to further increase flexibility and versatility. Organize and analyze artists relations and artwork inventory, write and oversee artwork consignment contracts. Update product information and inventory on company Web Site and internal accounting software.

DIRECTOR – Mountain Trails Galleries, Inc.,

1992 – 2007

Mountain Trails Galleries (Tlaquepaque Village, Sedona, AZ) - Multimillion dollar fine art gallery specializing in southwestern bronzes and paintings. Home to historic Ken Payne and the precast method of selling.

- **Daily Operations.** Coordinated all aspects of daily gallery business. Executed timely management decisions and reported directly to corporate owner. Helped develop new procedures and systems of gallery operations including methods of selling, contact management, foundry scheduling and client follow up. New procedures were needed in our time of rapid growth – we grew from one 500 sq ft location to three locations in 1994 with a total of 6,000 sq ft. in Sedona while also adding a 4th gallery in Santa Fe, New Mexico.
- **Leading Sales Performer.** Personally wrote 30% of all sales from 1992 - 2007. Increased sales in the Mountain Trails Gallery West location 220% through improved gallery design and direct marketing.
- **Sales Management and Marketing.** Oversaw all marketing - floor sales, advertising sales, Internet sales, telemarketing and direct marketing. Increased sales in the Mountain Trails Gallery West location 220% through improved gallery design and direct marketing. **Public Relations and Promotions:** Focus on advertising and marketing design. Wrote and organized press releases, advertising copy and marketing materials. Contributing writer for THE RED ROCK NEWS/ART SCENE. Byline given for promotional full length articles on various artists, artistic techniques and marketing strategies.
- **Information Management.** Develop customized contact management software to improve client relationships and build long term collectors. Integrate accounting, inventory and database solutions to further increase flexibility and versatility. Update product information and inventory on company Web Site. Developed and maintained edit logs and foundry schedules for the in house working sculptors.
- **Human Resources.** Employee evaluation, placement and management. Monitored all sales staff activities including training, sales, client interaction and follow up. Initiated evolving contact management programs by designing computer interfaces for the sales staff and developing proper client contact procedures. Monitored and made final determinations on all conflicts between employees, clients, shippers, foundries, in house & external artists.
- **Exhibition Planning.** Responsible for exhibition planning, artwork positioning, catalog design and show promotion. New artist selection including portfolio screening and final selection. Expert knowledge of fine art bronzes, paintings, printmaking and art history.