

KARA ROSCHI

CURATOR + OUTREACH SPECIALIST + OPERATIONS + PROJECT MANAGEMENT

ONLINE PORTFOLIO AT: www.kararoschi.com

APPLICANT CANDIDACY PACKET FOR:

—
Kara Roschi

Address

Street Address

City State Zip

Phone

(480) 225-9735

Email

kararoschi@gmail.com

KARA ROSCHI - SAMPLE PROJECT

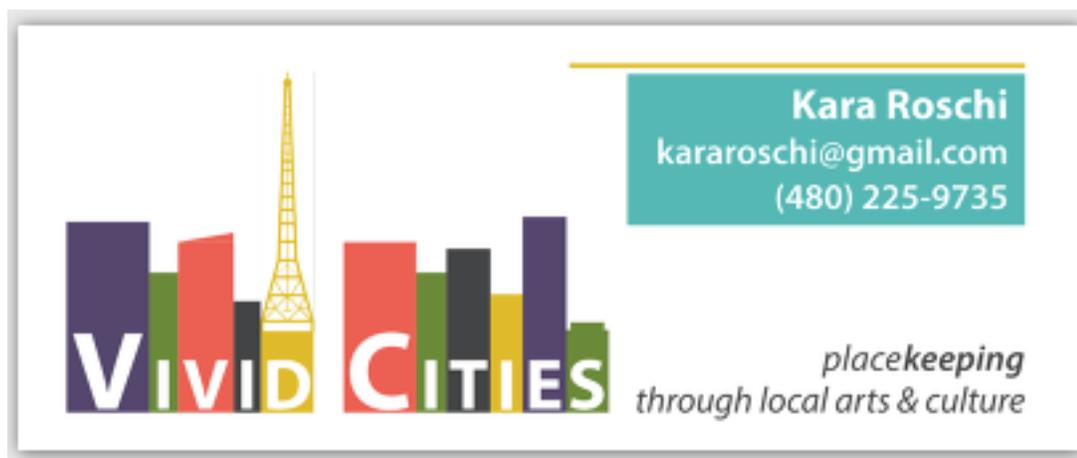


"If We Build It", 2016

DISCURSIVE GESTURE

Over 40 local participants met on select empty land parcels in downtown Phoenix to play guerrilla, forty-foot-square versions of the board domination game Reversi.

KARA ROSCHI - BUSINESS CARD



FRONT



BACK

MOO: Summary

100 MiniCards

Luxe paper with Tiger
Orange seam

Square corners

Matte finish

[Edit paper & quantity](#)

\$34.99

Shipping not included

KARA ROSCHI - STATEMENT

BIOGRAPHY (SHORT):

Roschi, Kara. United States, b. 1984.

Kara Roschi received their Bachelor's and Master's degrees in Intermedia Art from Arizona State University in 2007 and 2016, resp. Their work in video, installation, web-media and performance focuses on the ethics of economies, the nature of labor, and how societies can, and should, foster inclusivity in relation to the allocation of resources. They piloted two successful arts commerce and entrepreneurial endeavors that each focused on connecting civic development to the value of local creators. Roschi continues to live, work, and advocate in Phoenix, AZ.

BIOGRAPHY (LONG):

Roschi, Kara. United States, b. 1984.

Kara Roschi received their Bachelor's and Master's degrees in Intermedia Art from Arizona State University in 2007 and 2016, resp. Their work in video, installation, web-media and performance focuses on the ethics of economies, the nature of labor, and how societies can, and should, foster inclusivity in relation to the allocation of resources. They piloted two successful arts commerce and entrepreneurial endeavors— Practical Art and Curator Engine— that each focus on connecting civic development to the value of local creators.

Roschi has performed, produced, exhibited, organized, taught and curated continuously within Arizona for over 10 years, often in collaboration with other artists and arts organizations. Notably, clients, partners, and funders have included Artlink Inc., Xico Inc., Space 55, Arizona State University, Arizona Commission on the Arts, Estrella Mountain Community College, Local First Arizona and artists Christine Cassano, Bobby Zokaites, Gregory Sale, Joy Young, Ernesto Moncada and others. Roschi has been interviewed and featured by Phoenix New Times, Java Magazine, and AZ Central. Currently, Roschi is developing new work that considers the relay of resources in the public art sector. They continue to live, work, and advocate in Phoenix, AZ.

ARTIST STATEMENT:

What makes us a nation that polarizes over marriage, abortion, drugs, and healthcare? Why do we pin, and tweet, and take assault rifles to schools? Why Jersey Shore, The Dodgers, and Fifty Shades of Grey?

A cursory examination lays bare a prominent disjoint in our cultural zeitgeist between everyday life and civics-- civics as locus of societal agency. My work is an investigation into the systems that influence the populist mindset, in both macro and micro arenas, and how those systems have contributed to the relinquishment of voice, of individual agency, of the power of one over one's own environment.

My work aims to be a restorative; a restorative on the premise that "an enlightened citizenry is indispensable for the proper functioning of a republic". Using performance, commerce and interactive web platforms rife with the elements of entertainment— humor, engaging visuals, and quirk— information on civic engagement becomes accessible, interesting, and poignant.

KARA ROSCHI - COVER LETTER

From

Kara Roschi

Address

Street Address City State
Zip

Phone

(480) 225-9735

Email

kararoschi@gmail.com

REF

[xxxxx]



Phone

(480) 225-9735



Email

kararoschi@gmail.com



LinkedIn

/in/kara-roschi



Instagram

instagram.com/kroschi



Facebook

facebook.com/kararoschi

To the Review Committee

Growing up in a small rural town on the other side of the continent, in a city without a gallery or museum, I never expected to someday say that I've worked on projects and exhibitions with over 300 Arizona artists and arts professionals...but here we are. Life is, pleasantly, full of surprises. I was also pleasantly surprised, recently, to see the position of Grants and Arts Learning Manager for the City of Phoenix come available; it speaks directly to my passion for helping artists and arts organizations craft models of professional (fiscal) sustainability.

My time with *Practical Art* granted me 7 years in which to deep dive the contemporary craft art world and highlight, through regular representation, those locals who are exceedingly skilled at their craft. By 2015, our brick and mortar purveyed the work of over 100 artisans with exemplary talents in wood, ceramic, glass, fibers, and metalwork. We, as owners and managers, had developed a dedicated cadre of artists who regularly sought guidance on practices for professionalization: on how to diversify their revenue streams; attract stockists, press or patrons; build websites; write grant proposals; and, in general, simply increase personal capacity.

Curator Engine, my next art-based startup, had me pivoting from a 'welcome in' to a 'reach out' approach in order to connect local artists to large scale public and private projects. I would attend half-a-dozen cross-industry meetings and events each week to advocate for the direct and percussive civic benefits reaped through a greater representation of Phoenix's cultural history and contemporary creativity in our built environment. With square footage mural records and quarter-million dollar corporate art packages, I posit that we made some headway.

Having now been active in Phoenix arts for over a decade— as an entrepreneur, artist, educator and connector— I've developed a deep knowledge of the networks, politics and civic missions unique to our city and its stakeholders. I am actively seeking roles that allow me to employ these knowledges to benefit our city and creative communities.

Thank you for considering my resume.

Sincerely,

KARA ROSCHI

ARTS ADMINISTRATOR

PROFILE

Over the past fifteen years, I've garnered a breadth and depth of arts-related experience that spans academia; non-profit, for-profit and governmental sectors; established cultural institutions and grassroots endeavors. The skills I've gained as an entrepreneur piloting two successful creative enterprises (in their fourth and tenth years, resp.) are the most valuable assets I bring to any group tasked with delivering projects on time and on budget.

REFERENCES

Furnished Upon Request

PRIMARY EXPERIENCE

+ *Kara Roschi* | Phoenix, AZ 1/18 to Present
INDEPENDENT CONSULTANT
Full-time

Primarily servicing the local arts and culture sector, I hold ongoing contracts with a variety of independent cultural workers, non-profit organizations and educational institutions for tasks including administration, outreach and communications, teaching and curation.

SELECT CLIENTS



Zokaites Sculpture | Tempe, AZ | www.bobbyzokaites.com
STUDIO ADMINISTRATION
Generates leads for public & private art opportunities; brand design and development of audience-specific marketing collateral; industry networking and strategy.



Artlink Inc. | Phoenix, AZ | www.artlinkphx.org
COMMUNICATIONS
Manages multi-platform social media content and engagement; copywrites for e-newsletters, blogs and web; event support and documentation, and strategic planning.



Xico Inc. | Phoenix, AZ | www.xicoinc.org
COMMUNICATIONS
Manages multi-platform social media content, messaging and engagement; assembles information and copywrites for digital mass mailings; general UX strategy for web.



Estrella Mountain | Avondale, AZ | estrellamountain.edu
EXHIBITION PROGRAMMING
Curates exhibitions for a variety of high-traffic, thoroughfare zones on the EMCC campus; institutional emphasis on West Valley, regional and under-represented artists.



Arizona State University | Tempe, AZ | www.asu.edu
ADJUNCT FACULTY
Advances university curriculums designed to teach Professional Practices for Art & Design. Manages classroom, course content and grading for class of 50 students.



Local First Arizona | Phoenix, AZ | www.localfirstaz.com
DISTRIBUTION COORDINATOR
Created and maintains user-friendly database for the distribution of the Small Wonders Map to promote unique Arizona businesses for realty, tourism and development.

KARA ROSCHI

ARTS ADMINISTRATOR

EDUCATION

Master in Fine Art, Intermedia

ARIZONA STATE
UNIVERSITY

As a graduate student, my multimedia work in video, installation, web-media and performance focused on the ethics of economies, the nature of labor, and how societies can, and should, foster inclusivity in relation to the allocation of resources. *Terminal Degree.*

2013-2016

Docent Training PHOENIX ART MUSEUM

This rigorous 18 month program focuses on art history, contemporary museum practices, and strategies for engaging and educating constituents.

2011-2013

Bachelor in Fine Art, Intermedia

ARIZONA STATE
UNIVERSITY

These years developed my sense of craftsmanship and attention to detail, expanded my materials vocabulary (including longevity considerations), and introduced me to performance art, social practice, and other community-based cultural work.

2004-2007

PRIMARY EXPERIENCE (CONT.)

+ *Curator Engine* | Phoenix, AZ | www.curatorengine.com 6/14 to 12/17

CHIEF CURATOR + PROJECT MANAGER

Non-equity founder, full-time staff managing artists on development projects.

Curatorial Tasks: researched and selected project-appropriate artists; kept abreast of regional critical discourse; crafted accessible and compelling narratives for proposals, press releases and didactic labels; developed relationships with artists, arts organizations, writers, patrons and curators.

Administrative Duties: developed project budgets, scopes of work and project schedules; drafted, administered and supervised all contracts; verified compliance with all contractual requisites including insurance and applicable city codes; and established and maintained best practices protocols, preferred vendors and materials lists, and artist self-management templates.

Outreach: managed communications and expectations across diverse project stakeholders including neighbors, owners, architects, artists, engineers, universities, and designers; educated constituents about company platform.

SELECT PROJECTS



Site-Specific Exterior Murals | Phoenix, AZ 12/17

PRIVATE DEVELOPMENT - \$100K BUDGET
CENTRAL & MCDOWELL

Conducted artist selection, design process, and execution oversight for (3) multi-dimensional, multimedia creative facades. Approx. 8,000 sq.ft. of painted murals completed by (3) local Arizona artists.



Sculptural Interior Installation | Tempe, AZ 10/17

ARIZONA STATE UNIVERSITY - \$10K BUDGET
MEMORIAL UNION

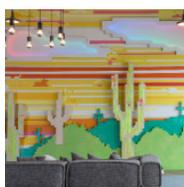
Provided oversight on this pro bono project with materials budget; the installation employed 9,000 individually-crafted wood rhombus tiles in a matrices designed and installed by department head Christine Lee.



Sculptural Exterior Mural | Tempe, AZ 9/17

PRIVATE DEVELOPMENT - \$60K BUDGET
APACHE & DORSEY

Provided artists selection, design process facilitation, and execution oversight for 100' collaborative exterior sculptural mural in steel and paint. Native species biophilia concept speaking to communal living.



Multimedia Interior Mural Suite | Tempe, AZ 8/17

PRIVATE DEVELOPMENT - \$85K BUDGET
APACHE & RURAL

Artist selection, design process facilitation, and execution oversight for (2) Interior, (2) Exterior Murals, (1) Multimedia Installation, and purchasing for a suite of original fine art photography and digital art.



2D and Sculptural Art Installation | Tempe, AZ 12/16

MARINA HEIGHTS - \$150K
RURAL & RIO SALADO PKWY

Art planning and art acquisition for Bldg C & D's executive suites; RFQ/RFP facilitation for local art solution to public art requirement. Artwork reflected talent and trends emerging from ASU.

KARA ROSCHI

ARTS ADMINISTRATOR

SKILLS

DIGITAL SYSTEMS

Quickbooks

Accelo / Basecamp

MailChimp

Microsoft Suite

Google Suite

ADOBE SUITE

InDesign

Illustrator

Photoshop

Premiere

Audition

Adobe Muse

SOCIAL MEDIA

Facebook

Instagram

Twitter

Pinterest

HootSuite

ART HANDLING

Materials Handling

Woodworking

Tech & A/V

Mounting & Install

PRIMARY EXPERIENCE (CONT.)

+ *Practical Art* | Phoenix, AZ | www.practical-art.com 1/08 to 5/15

OWNER

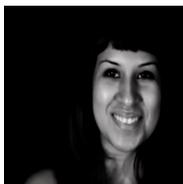
Volunteer, first employee and eventual owner of craft gallery ft. 100+ locals.

Curatorial Tasks: selected artists for representation along criteria of quality and expertise for a variety of craft mediums; juried artists for fine art group and solo exhibitions; acquired and relayed intensive concept, production and materials knowledge; designed and installed all exhibitions; and wrote copy for didactics, blog, and press.

Administrative Duties: conducted general operations including inventory management, ordering, vendor acquisition, contract writing, brand design, website building, social media management, customer service, sales, marketing, workshop instruction, and basic shop maintenance and repairs.

Outreach: developed and enacted community engagement strategies, programmed and led on and off site events, tabled at local markets, developed B2B and organizational partnerships, and joined industry groups.

SELECT EXHIBITIONS



Video Installation

3/12

STARING DOWN ANDY
BRYN CORBETT

Half a century after Andy Warhol captured video portraits of nearly 500 of the brightest stars passing through his 47th St. atelier, Bryn Corbett revisits the concept locally with a high-definition spin.



Photography

10/11

BETWEEN THE LINES
KRIS SANFORD

By remixing early 20th c. vernacular photographs to highlight subtle points of contact between figures, Sanford draws the viewer into an imagined history, lending add'l roots to queer gaze and experience.



Ceramics Survey

4/09

NCECA SATELLITE EXHIBITION
UNIVERSITY OF NORTH TEXAS ALUMNI

Locals Jane Kelsey-Mapel, David Bradley and Andy Iventosch invite fellow graduates of the University of North Texas ceramics program for a fringe showcase during the 2009 NCECA conference.



Cast Concrete and Mixed Media

2/09

SUBSIDIZED RHYTHMS
CHRISTINE CASSANO

In *Rhythms*, Cassano explores the use of phosphorus in agricultural application, from its extraction to its inevitable run-off. These works elicit questions about the feasibility of sustainable solutions.



Monoprint Series

12/08

SUEÑOS Y ILUSIONES
DORA HERNANDEZ

This series of somber yet luminous monoprints by Latin artist Dora Hernandez is drawn from meditations on notions of "home" in a context of colonized lands and indeterminate cultural borders.

KARA ROSCHI

ARTS ADMINISTRATOR

ARTISTIC CV



"If We Build It", 2016

DISCURSIVE GESTURE

Over 40 local participants met on select empty land parcels in downtown Phoenix to play guerrilla, forty-foot square versions of the board domination game Reversi.

"Maybe Tomorrow...", 2015

GUEST ARTIST-CURATOR

Each creative contribution to this gallery exhibition used the visual, conceptual, and material language of the office place to consider the relationship between being and doing, art and life, art work and "work-work".

"Out The Box", 2014

QUEER SPACE-MAKING

Collaborating with local poet Joy Young and actor-director Charlie Steak, we produced a weekly variety show centering queer and POC voices, and other marginalized narratives.



"Caminando de Rojo", 2009

PERFORMATIVE WALKS

Poet and performer Ernesto Moncada and I produced and led bilingual tours during First Friday Art Walks, introducing participants to spaces outside the Roosevelt street closure.

OTHER RELATED EXPERIENCE

+ *Arizona State University* | Tempe, AZ | www.asu.edu 8/15 to 5/16
INSTRUCTOR OF RECORD

Graduate work-study position; Instructor for Intro to Digital Media Class.
Responsibilities: created university curriculum designed to teach the Adobe CC Suite of software in the context of art applications, manage attendance, academic and student life coaching, grading and reporting.

+ *AZ Commission on the Arts* | Phoenix, AZ | www.azarts.gov 5/15 to 8/15
COMMUNICATIONS INTERN

Summer position; Intern to Steve Wilcox, Director of Communications.
Responsibilities: familiarized myself with ACA's functions, conducted video/phone interviews with Artist Grant recipients, translated interviews to web formats, observed grants panels.

+ *ASU Art Museum* | Tempe, AZ | www.asuartmuseum.asu.edu 8/15 to 1/16
WINDGATE INTERN / EDUCATION DEPARTMENT

Graduate work-study position; Intern to Andrea Feller, Education Director.
Responsibilities: strategized engagement, participation and inclusion; developed guest tracking and data capture methods; staffed events; conducted outreach, and provided technical A/V assistance.

SELECT PUBLICATIONS

Java Magazine | Demetrius Burns

KARA ROSCHI: CURATING A LIFE
<http://javamagaz.com/?p=3852>

Design for the Living World | Transcribed Interview

ON LEARNING BY DOING AND THE TRADITIONAL CLASSROOM
<https://designfortheivingworld.com/on-the-structure-of-the-class-collaboration-exchanges-learning-by-doing>

The Arts Beacon | Nic Wiesinger

ART TALK WITH KARA ROSCHI
<https://www.theartsbeacon.com/kara-roschi>

Phoenix New Times | Becky Bartowski

KARA ROSCHI ON THE STATE OF THE ARTS IN METRO PHOENIX
<http://www.phoenixnewtimes.com/arts/kara-roschi-on-the-state-of-the-arts-in-metro-phoenix-6556984>

Phoenix New Times | Wynter Holden

BIG BRAINS: ... FINALISTS
<http://www.phoenixnewtimes.com/news/big-brains-check-out-the-talented-finalists-for-our-first-ever-awards-for-emerging-creatives-6452234>

Homestead Magazine | Alizan Peters

ARTS COLLECTOR: CHRISTIAN BURCH
<http://homesteadmag.com/article/arts-collector/>

Phoenix New Times | Wynter Holden

HEARTY ARTY
<http://www.phoenixnewtimes.com/arts/hearty-arty-6441573>

Kara Roschi | Street Address City State Zip | (480) 225-9735 | kararoschi@gmail.com

INDEPENDENT CONTRACTOR AGREEMENT FOR SERVICES RENDERED PERTAINING TO SPECIALTY EVENT

BETWEEN:

CLIENT

Street Address

City, State, Zip

Telephone

Email

- and -

KARA ROSCHI

Street Address City State Zip

(480) 225-9735

kararoschi@gmail.com

This Independent Contractor Agreement (Agreement) is entered into this XXnd day of [Month, Year], by and between _____(Client), and _____, an independent contractor (Contractor), in consideration of the mutual promises made herein, as follows:

TERM OF AGREEMENT

This Agreement will become effective on the XX day of [Month, Year] and will continue in effect until: [Day Month, Year]

SERVICES TO BE RENDERED BY CONTRACTOR

1. Contractor agrees to:

Kara Roschi | Street Address City State Zip | (480) 225-9735 | kararoschi@gmail.com

A. Manage and execute the digital relay of available Client content and information associated with the Specialty Event ([DATES]) intended for mass distribution, via the following platforms:

- i. Social Media
 - a. Facebook
 - b. Instagram
 - c. Twitter

- ii. E-Newsletters,

with posting styles, frequencies and messaging cohesive with established brand tone.

B. Generate, Collect, Review and Draft appropriate content

C. Conduct regular Active Listening sessions to monitor audience engagement

D. Participate in at least one weekly session at Artlink Inc. offices to establish goals, receive organizational and programmatic updates, and review progress.

2. Method of Performing Services

Contractor will determine the method, details, and means of performing the above-described services, including the determination of the need for and hiring of assistants at the Contractor's own expense. Client may not control, direct, or otherwise supervise Contractor's assistants or employees in the performance of those services.

3. Compensation

In consideration for the services to be performed by Contractor, Client agrees to pay Contractor the sum of [MONEY] (\$XXXX.XX), upon completion of the work to be performed.

4. Tools and Instruments

Contractor will supply all tools, equipment, and supplies required to perform the services under this Agreement.

5. Workers Compensation: N/A

6. Insurance

Client acknowledges that Contractor does not carry General or Professional Liability Insurance.

OBLIGATIONS OF CLIENT

Client agrees to meet the terms of all reasonable requests of Contractor necessary to the performance of Contractor's duties under this Agreement.

7. Assignment

Neither this Agreement nor any duties or obligations under this Agreement may be assigned by Client or Contractor without the prior written consent of Contractor and Client.

8. Termination of Agreement

Notwithstanding any other provisions of this Agreement, either party hereto may terminate this Agreement at any time by giving 3 days written notice to the other party.

GENERAL PROVISIONS

9. Notices

Any notices to be given hereunder by either party to the other may be made either by personal delivery, e-mail or by mail, registered or certified, postage prepaid with return receipt requested. Mailed notices shall be addressed to the parties at the following addresses:

Client: [ADDRESS]

Contractor: Kara Roschi, [ADDRESS]

Each party may change the above address by written notice in accordance with this paragraph. Notices delivered personally shall be deemed communicated as of the date of actual receipt; mailed notices shall be deemed communicated as of three (3) days after the date of mailing.

10. Entire Agreement:

This Agreement supersedes any and all other agreements, either oral or in writing, between the parties hereto with respect to the performance of services by Contractor for Client, and contains all of the covenants and agreements between the parties with respect to the rendering of such services in any manner whatsoever. Each party to this Agreement acknowledges that no representations, inducements, promises, or agreements, orally or otherwise, have been made by any party, or anyone acting on behalf of any party, which are not embodied herein, and that no other agreement, statement, or promise not contained in this Agreement shall be valid or binding. Any modification of this Agreement will be effective only if it is in writing signed by the party to be charged.

Kara Roschi | Street Address City State Zip | (480) 225-9735 | kararoschi@gmail.com

12. Partial Invalidity

If any provision of this Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remaining provisions shall nevertheless continue in full force without being impaired or invalidated in any way.

13. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of the State of Arizona.

Client, by: [NAME], [TITLE]

Date:

Contractor, by: Kara Roschi, Independent Contractor

Date:

INVOICE #XXXX

From **Kara Roschi**
— Street Address
City State Zip
(480) 225-9735
kararoschi@gmail.com

BILL TO

CLIENT
Street Address
City, State, Zip
Telephone Number
Email

DESCRIPTION OF SCOPED SERVICES - BASIC PACKAGE

Social Media 1: Facebook	2 - 3 Posts Per Week	X
Social Media 2: Instagram	2 - 3 Posts Per Week	X
Social Media 3: Twitter	2 - 3 Posts Per Week	X
Email 1: MailChimp E-Newsletter	1 - 2 Newsletters Per Month	X
Active Listening	2 Sessions Per Day	X
Analytics	As Requested	X
Review Meetings (at Client)	As Requested	X
Event Support (increased posting, listening, strategy)	3 Contingency Hours / Mo.	X

BASIC PACKAGE TOTAL COST \$XXX.00

ADD'L SERVICES

As applicable.

NOTES

As applicable.

Payment

Please remit payment via the established Direct Deposit, or by check in-person or mail to:

Kara Roschi
Street Address
City State Zip

SUBTOTAL XXX.00

TAXRATE

TAX

OTHERS -----

TOTAL XXX.00

Payment is to be made within 10 business days of receipt of this invoice or late fees will apply.

KARA ROSCHI - STYLE GUIDE

► FONTS

HEADLINES / TITLES

LATO (all caps)

BODY COPY

Lato (standard case)

► BRAND MARKS

KARA ROSCHI

PRIMARY - WORDMARK



SECONDARY - LOGOMARK

► COLOR PALETTE



PRIMARY ACCENT COLOR
HEX: #EAC000
RGB: 234 - 192 - 31
CMYK: C-10%, M-22%, Y-100%, K-0%



ACCENT COLOR 2
HEX: #F26846
RGB: 242 - 104 - 70
CMYK: C-0%, M-77%, Y-74%, K-0%



FONT COLOR
HEX: #58595B
RGB: R88 - G89 - B91
CMYK: C-0%, M-0%, Y-0%, K-80%



ACCENT COLOR 3
HEX: #6F903C
RGB: R111 - G144 - B60
CMYK: C-61%, M-26%, Y-100%, K-8%



BACKGROUND COLOR
HEX: #FFFFFF
RGB: R255 - G255 - B255
CMYK: C-0%, M-0%, Y-0%, K-0%



ACCENT COLOR 4
HEX: #634C6C
RGB: R99 - G76 - B108
CMYK: C-65%, M-74%, Y-36%, K-18%

KARA ROSCHI - CLIENT SNAPSHOT

▶ CLIENT TYPE 1 - THE ARTS LEADER



CATRINA

Catrina is the president of a local arts organization who is passionate about the city. She lives downtown, works most often on-the-go and attends as many industry events as possible. Catrina is always looking to reach and bring together dedicated individuals and organizations with similar missions to create suites of shared resources for the arts and culture sector.

▶ CLIENT TYPE 2 - THE INDEPENDENT ARTIST



BOBBY

Bobby is a sculptor with a growing studio practice. He is straining his current capacity by doing 100% of his grant and proposal writing, business strategizing and management, design, fabrication and installation work. He is considering expanding by hiring staff to help with the administrative aspects of a robust sculpture public art practice.

▶ CLIENT TYPE 3 - THE BUSY DEVELOPER



MICHAEL

Michael is committed to investments in historic preservation. Often times, he's juggling multiple properties that are in some form of renovation while being activated, rented or re-sold. He has a love of art and regularly seeks to create workable and mutually beneficial opportunities for artists within these spaces, but he doesn't have the bandwidth to take on management aspect of a major multi-tenant project.

KARA ROSCHI - PR STRATEGY

▶ PRINTED PRESS

I will issue press releases primarily for:

- *Exhibition Announcements*
- *Event Promotions*
- *Calls for Art*

▶ DIGITAL MEDIA

I will focus my digital promotions primarily through these platforms:

- **Website: www.kararoschi.com**
Comprehensive content for general audiences.
- **Facebook: [/kararoschi](https://www.facebook.com/kararoschi)**
Primarily for article/news sharing and events.
- **Instagram: [@kroschi](https://www.instagram.com/kroschi)**
Behind-the-scenes visuals, works in progress.

▶ GUERILLA TACTIC

To promote my brand, I've made one-thousand 1" buttons that feature my face and text that reads either "I've Met Kara Roschi" or "Get A Life Kara Roschi". I distribute them personally to friends and strangers, leave them in community spaces to be picked up, and ask others to distribute small hand-fulls. This strategy costs about \$30-\$35.

KARA ROSCHI - STUDIO BUDGET

	Last year	Current year YTD actual	Next year	
REVENUE				
Direct sales	\$0	\$0	\$0	\$0
Gallery sales (net after commission)	\$0	\$0	\$0	\$0
Commissions	\$0	\$0	\$0	\$0
Teaching contracts	\$0	\$0	\$0	\$0
Grants	\$0	\$0	\$0	\$0
Crowdfunding / Subscribers	\$0	\$0	\$0	\$0
REVENUE Total	\$0	\$0	\$0	\$0
EXPENSES				
Supplies				
Expendables (paint, canvas, Office supplies)	\$0	\$0	\$0	\$0
Supplies total	\$0	\$0	\$0	\$0
Facilities				
Studio rental	\$0	\$0	\$0	\$0
Utilities	\$0	\$0	\$0	\$0
Telephone	\$0	\$0	\$0	\$0
Insurance	\$0	\$0	\$0	\$0
Facilities total	\$0	\$0	\$0	\$0
Personnel				
Wages paid (PT office)	\$0	\$0	\$0	\$0
Contract work (models)	\$0	\$0	\$0	\$0
Payroll taxes	\$0	\$0	\$0	\$0
Personnel total	\$0	\$0	\$0	\$0
Marketing				
Social media subscriptions	\$0	\$0	\$0	\$0
Flyers	\$0	\$0	\$0	\$0
Cards, stationary	\$0	\$0	\$0	\$0
Marketing total	\$0	\$0	\$0	\$0
Distribution				
Shipping	\$0	\$0	\$0	\$0
Delivery costs	\$0	\$0	\$0	\$0
Distribution total	\$0	\$0	\$0	\$0
Miscellaneous				
Business travel	\$0	\$0	\$0	\$0
Research	\$0	\$0	\$0	\$0
Software licenses	\$0	\$0	\$0	\$0
Depreciation (on equipment)	\$0	\$0	\$0	\$0
Accounting	\$0	\$0	\$0	\$0
Legal	\$0	\$0	\$0	\$0
Miscellaneous total	\$0	\$0	\$0	\$0
EXPENSES total	\$0	\$0	\$0	\$0
Net	\$0	\$0	\$0	\$0

KARA ROSCHI - OPPORTUNITIES

Creative Professional Opportunities (Add 10 New Opportunities - Under 1 or Many Different Categories)

Category	Primary Field	Secondary	Job Location	Job	Payoff	Notes/Comments	Other Notes
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Residency Databases

[www.artists.org](#)

Residencies Applicable to my Practice

Midwest's Love	MLA-Practice	PA/TT	Designers and Artists who are preserving an estate and building community through a residency structure	www.mla.org	Might be free, thru ARU; work/research time in new community, new geography -- run by T. Morgan Perle and [unreadable]	Closed for Writer; January 1 deadline for Summer Residency	
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Grant Databases

Grants Applicable to my Practice

Internships

Volunteering Opportunities

Professional Organizations

Industry Certifications

Professional Conferences / Workshops

Teaching Opportunities

Collaborations / Collectives

Employment Opportunities

Mentorship Opportunities

Calls for Art (Exhibition Opps)

Calls for Design (Commission Opp)

Networking Opportunity (In-Industry)

Networking Opportunity (out-of-Industry)

Fairs / Festivals / Events / Tabling

ArtFest	Art / Sculpture	Grand Rapids, MI
ArtFest (P)		Providence, RI

KARA ROSCHI - PROSPECTIVE CLIENTS

CONTACT LIST (fill in with a minimum of 25 contacts.)									
First Name	Last Name	Company	Address	City	State	Zip	Phone	Email	Notes

KARA ROSCHI - PROFESSIONAL GOALS

[Place text from Final Portfolio Addendum Assignment below: "ara_396_goals.docx".]

► S.M.A.R.T. GOAL 1 TITLE

Description

- *Strategy #1*
- *Strategy #2*
- *Strategy #3*

► S.M.A.R.T. GOAL 2 TITLE

Description

- *Strategy #1*
- *Strategy #2*
- *Strategy #3*

► S.M.A.R.T. GOAL 3 TITLE

Description

- *Strategy #1*
- *Strategy #2*
- *Strategy #3*