

GABBY COLL



COMMUNICATIONS + DIGITAL STRATEGY + DESIGN

CONTACT

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EDUCATION

BACHELOR OF ARTS
ART HISTORY & SPANISH
St. Olaf College
2010-2014

UX DESIGN IMMERSIVE
General Assembly
2021

SKILLS

| Technical

- Google analytics
- Design system management
- Figma
- Jira
- User testing
- Social media
- Adobe Creative Cloud
- Mailchimp
- WordPress
- Microsoft Word & Excel
- Salesforce

SUMMARY

With a professional background in product design, marketing, and communications, I approach projects through a framework in storytelling, human-centered strategy, and connection-building. As a Communications Director at an arts nonprofit, I collaboratively developed and maintained an organizational brand through authenticity; as a curator of visual and written arts I prioritize meaningful expression and self-liberation in community. I bring the skillset built across a wide range of experience to every role with thoughtfulness and intentionality.

FELLOWSHIPS & PROJECTS

CO-FOUNDER

Burn Something Collective | Feb 2020 — present

Direct and carry out the vision of Burn Something Collective (BSC) in intentional collaboration with six artists and cultural producers. Based in the Twin Cities, BSC works at the intersection of curation, publishing, and mentorship to support the agency and development of Black and POCI femme, nonbinary, and trans writers, artists, and curators.

- BSC has secured grants and federal funding to publish zines, two public art installations, host events, and the iterations of other projects aligned with its vision since 2020.

FELLOW

Emerging Curators Institute | Jul 2019 — Sep 2020

In collaboration with Adrienne Doyle, produced a public art exhibition in 2020 as a member of the inaugural cohort of the Emerging Curators Institute (ECI). The ECI provides professional and educational experience to underrepresented curators in the Twin Cities.

- Through a submission-based call-for-work, selected seven artists to be featured in the exhibition, produced exhibition materials, managed exhibition budget, and adjusted in response to the Covid-19 pandemic.
- Participated in panels, workshops, and seminars with national and international artists and practitioners as part of the ECI's educational programming.

COMMITTEES

ADVISORY COMMITTEE

Emerging Curators Institute / Minneapolis / USA / Aug 2020 — Aug 2021

ADVISORY TASK FORCE – COLLEGE MUSEUM

St. Olaf College / Northfield / USA / May 2019 — May 2022

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SKILLS

| Professional

Leadership & mentorship
Project management
Collaboration
Database management
Website management
Fluent in Spanish
Copyediting
Copywriting
Attention to detail
Proofreading
Fundraising
Event planning
Verbal communication
Blog writing

REFERENCES

Jane Becker-Nelson

Flaten Art Museum
Director
T: 507.786.3556
E: beckerj@stolaf.edu

Ashley Ryan

First Avenue
VP, Marketing
T: 651.245.3362
E: ashley@first-avenue.com

RELEVANT PROFESSIONAL HISTORY

PRODUCT DESIGNER

Good Party | Remote | May 2022 — Sep 2023

Working closely with a small and passionate team, I researched, ideated, iterated, and implemented all graphic and product design needs for a startup operating to disrupt the political landscape.

- Working in collaboration with the team I explored, tested, and iterated design concepts to develop the brand for this new web-based product.
- Implemented user testing and data in designs to optimize product usability.
- Designed and built assets for digital ad campaigns, social media, and print collateral.

COMMUNICATIONS & MARKETING DIRECTOR

Juxtaposition Arts | Minneapolis, MN | May 2018 — Sep 2021

Crafted, executed, and oversaw all marketing and communications activities for JXTA, a creative development nonprofit in North Minneapolis that trains and employs youth artists & designers through a Master-Apprentice model.

- Allocated annual \$20,000 marketing budget to further the organization's mission, fundraise, sell products, and promote events and programs.
- Produced, edited, and distributed content including press releases, blog posts, social media and website content, email newsletters, and print collateral, utilizing compelling storytelling to engage supporters.
- Project managed large-scale projects including a complete website overhaul and redesign, a 25th anniversary celebration campaign, and a 32-page illustrated annual report.

MARKETING COORDINATOR

First Avenue | Minneapolis, MN | Jan 2015 — Aug 2017

Developed and distributed marketing materials for 1,400+ annual First Avenue-presented concerts with audiences ranging from 50 to 10,000+.

- Collaborated with global partners to execute innovative, experiential, and traditional marketing approaches.
- Solicited and coordinated print, radio, and retail sponsorship packages.
- Worked closely with artist management teams and directly with talent to implement creative strategies for audience connection and engagement.

GALLERY CO-DIRECTOR

The Third Place Gallery | Jul 2014 — Feb 2016

Assisted in all aspects of running the Third Place Gallery in collaboration with artist and owner Wing Young Huie and partner Co-Director.

- Researched for, curated, hosted, and led marketing efforts for events.
- Liaised projects involving the Spanish-speaking community, offering on-site interpretation as well as translation of written and printed materials.