

KAREN L. SHELLY-GENTHER

887 Bob-O-Link Lane, West Chester, PA 19382 kshellygen@aol.com 484.390.0977

PROFESSIONAL PROFILE

Dedicated Manager, with a commitment to excellence and an outstanding track record of success in management of every phase of educational and institutional, from start to finish. Excellent interpersonal skills, with the ability to coordinate and liaison with professionals, other managers, staff, and general public. Enthusiastic leader, with strong time management skills.

EXPERIENCE

Coatesville Area Senior Center (part time)

2010-present

- Grant Writing to assist with operational needs of the Center
- Three days a month teach Seniors about art. Guide them through creation of work, or discuss art appreciation

Chester County Art Association

Managing Director and Exhibition Coordinator

2006 - 2010

General responsibilities

- Manage staff of 300+, support staff, teachers, volunteers, and artists at four locations. Responsible for scheduling and executing classes daily. Increased class attendance to over 9000 students in 2010
- Increased revenue by 100% in 2009. Increased membership by 60% in 2009. Overall numbers from 2006 to 2010 showed an increase of over 300%
- Produce, develop, and maintain databases: *Sales By Artists* -150+ artists, customer demographic, medium, and price point, *Year To Date Sales* -compare and contrast daily averages
- Increased communication of staff and members by implementing a virtual calendar
- Coordinate and set up exhibitions
- Increased attendance at art openings 60% in 2010
- Increased sales revenues at offsite location 1K+ per month in 2009 and 2010
- Increased artist exhibition exposure 23%, increased community foot traffic 18%

Immaculata University

2002 - 2003

Art Coordinator for Annual Fundraising Project, Immaculata University Art Show

General responsibilities

- Coordinate event that incorporates all departments of Immaculata University. This is the primary fundraiser for the University. Work as staff liaison.
- Exhibiting 200+ artists. Oversee Steering Committee of 15, volunteers 150+. Applied skill sets for fundraising, event planning, marketing, sales, publishing, printing. Increased event's revenue by grossing over 400K in one week's time. An increase of over 100K.

Something for all Seasons, Inc. Artisans and Crafters Gallery

1987 -2006

Owner of gallery in downtown West Chester

Housed 60+ artists. Worked with *People to People International*, showcasing work from an artist colony in Russia. Opened *The Potter's Gallery*, 1992-94, a contemporary gallery within SFAS, providing monthly shows.

General responsibilities

- Generated over 350K gross sales 1994, 317K gross sales 1993, 292K gross sales 1992, 200K gross sales 1991, 175K gross sales 1990, 73K gross sales 1989, 69K gross sales in 1988, 42K gross sales in 1987.

- Organized rotating shows in public venues 1994-2006
 1. Four shows annually, featuring over 120 national artists, including an inner city high school show at Chilton Publishing Company. 30K in gross sales annually in offsite sales

Chester County Adult Night School, Delaware Technical Institute, Chester County Art Association 1994 -2010

Taught classes in: *“How to Profit from your Craft”*, and *“How to Market Yourself in the Art World”*

Bowring Bros.

1982 -1984

Assistant Manager and Buyer

Exclusive gift and retail shop. Canadian based chain with less than 20 locations in USA. Springfield Mall ‘82-’83/Cherry Hill Mall ‘83-’84. Business was sold to Hallmark ‘84.

General Responsibilities

- scheduling, billing, hiring, buying, designing floor and window displays, and sales.

EDUCATION (and AFFILIATIONS)

West Chester University, BA Studio Art

Member of Beta Sigma Phi Sorority (service organization), Women's Professional Business Network

COMMUNITY INVOLVEMENT

Consulting for artists	1992-present
Coordinator for Paint Like...Jeff Schaller Project	2008
The Friends of West Goshen Park Board Member, established Community Day	1999-2002
Established and coordinated craft show for Colonial Plantation, Ridley Creek State Park, PA	1996-1999
Established and coordinated four annual art festivals for Nussex Farms, West Chester, PA	1996-2001
West Chester Civic Association Board Member	1993-2002
Main Street Project Board Member West Chester	1991-1993
Downtown Business Owners Executive Board	1992-1994
Coordinated Gallery Walk in downtown West Chester	1991-1993
Conceived, Established, and Coordinated Super Sunday in downtown West Chester	1991-1994
Established crafter and entertainment portion of West Chester Restaurant Festival	1991-1994
Created National Art Show at Chilton Publishing Company	1992-1994
Consult small businesses and artists towards making West Chester a destination place	1992-2006

SELECTED ACCOMPLISHMENTS

<u>Mary Mateer Harris Award Entrepreneur of the Year for Greater Chester County</u>	1994
Published writer for National Art Magazines – <u>The Craft Report</u> , <u>Shuttle Spindle and Dye Pot</u> , <u>Ceramics Monthly</u> , and a handbook published by Ceramics – <u>Studio Practices, Techniques and Tips</u>	2000 to present

ART BLOG

[Always something to say about something](#) is written to help small businesses and artists to market themselves. The blog is currently picked up by Chester County AOL PATCH, and The Daily Local News

TECHNICAL SKILLS

Proficient in Microsoft Office

LinkedIn page, <http://www.linkedin.com/pub/karen-shelly-genther/7/20/b6a>