

Lee Ann Norman

Experienced Writer & Communication Strategist with a passion for sharing compelling stories about the role of the arts in our everyday. I help people help themselves through thoughtful content curation and active listening. Discovering what people value allows me to understand how to create clear and concise prose that effectively communicates their best ideas. Tap into my curiosity about how others experience the world, and I will help you foster meaningful connections with your communities.

Education

Master of Fine Arts, Art Criticism & Writing (School of Visual Arts – New York, NY)

Master of Arts Management, Arts in Youth & Community Development (Columbia College – Chicago, IL)

Bachelor of Music Education (Michigan State University – East Lansing, MI)

Employment

Freelance Writer, Editor, and Communications Specialist (May 2012 – Present)

- Collaborate with clients across the nonprofit sector to create strategic marketing, communications, and fundraising texts for print and digital platforms (e.g. thank you notes, funding proposals, “ask” letters, case studies and reports, biographies, profiles, blogging plans, web site text, etc.)
- Provide content curation and strategy for social media channels
- Clients include Musgetes Foundation (Ontario, Canada), Ingenuity, Inc., Chicago Theological Seminary (e.g. creating strategic philanthropic communications, marketing collateral, editorial support, and social media strategy); EmcArts Inc. (e.g. providing editorial support, blogging strategy, project management); the iHARTlens (e.g. creating digital communications and providing strategy) among others

ArtPlace America/Rockefeller Philanthropy Advisors, Communications Manager (Contract Role) – New York, NY (October 2013 – June 2014)

- Improved organizational work flow as blog publisher and managing editor (worked with more than 100 active grantees engaged in collaborative, cross-sector projects) and significantly increased user engagement with social media feeds and blog
- Created a digital content menu to enhance blog; identified notable leaders in field to write special features for blog and consulted with Deputy Director on ways to improve/re-launch the organizational website (Wordpress), including enhancing user experience, site design, and functionality
- Researched, fact checked, curated, copy and line edited, and proofread organizational communications including monthly newsletter, marketing and programmatic copy, emails, etc.
- Managed and tracked press mentions and clips for organization and the entire grant portfolio (nearly 400 projects)

School of Visual Arts, External Relations Office – New York, NY (September 2011 – April 2014)

- Planned, wrote, and edited engaging copy about SVA students, faculty, staff, and alumni for “SVA Close Up” college blog and researched information and fact checked content (Q&A, blog posts, features, product reviews, faculty dossiers, etc.)
- Significantly increased readership to “The Insider” staff intranet blog by helping to shape the content menu, pitching stories, and writing new copy (news stories, special topics, interviews, clips)
- Provided “Live TWEET” coverage for select College events for Office of Communication and managed social media pages for Alumni Affairs division
- Maintained Raiser’s Edge database for select SVA alumni projects

Creative Capital Foundation, Part-time Artist Programs Assistant – New York, NY (September 2011 – July 2012)

- Created, edited, and updated communications for programs, initiatives, and support services for artists as liaison to grantees, consultants, and the general public
- Researched current models and best practices relevant to capacity building programs and services for artists
- Identified and implemented process improvements for administrative procedures and communication in support of the division’s activities

Chicago Park District, Sr. Program Specialist, Arts & Culture – Chicago, IL (April 2007 – April 2009)

- Added 10 new relationships and created a web presence to drive a re-branding effort in support of the Cultural Center Initiative
- Managed budgets and spending plans, the hiring and review process for contracted artists and organizations for the 13 sites

- Created, managed, and enhanced program, workshop, and event communications to align with Initiative's brand and strategic direction
- Acted as cultural liaison to community members and stakeholders in Initiative neighborhoods and the citywide arts community

The Alford Group, Inc., Client Service Associate – Evanston, IL (August 2006 – April 2007)

- Wrote, edited, planned strategic philanthropic communications (annual fund "ask" letters, campaign literature and marketing materials, case statements, key messages, etc.), tracked project timelines, and created written reports and other deliverables as project manager for assigned consulting project teams
- Served as a proposal writer for company's business development division

Freelance Contributing Writer/Editor

Artcritical.com – New York, NY

Artcards – New York, NY

Art Papers – Atlanta, GA

ArtSlant – New York, NY

ArtsEverywhere – Guelph, Ontario, Canada

BOMB Magazine – New York, NY

Guernica Magazine – New York, NY

Hyperallergic – New York, NY

JSTOR Daily – New York, NY

Newcity Art – Chicago, IL

Studio Museum in Harlem Studio Magazine – New York, NY

Awards + Professional Memberships + Volunteer Leadership

Member, International Association of Art Critics – United States Section (AICA-USA)

2012 – 2013 Emerging Leaders of New York Arts Fellow, a program of Americans for the Arts

2010 – 2012 MFA Art Criticism and Writing Departmental Fellowship, School of Visual Arts

2009 – 2010 Advisory Board Member of AREA (Art, Research, Education, and Activism) Chicago Magazine

2008 Illinois Humanities Council Grant recipient for programmatic series "Representations: A Series on Culture, Politics & Aesthetics"

2007 – 2008 Member of Advisory Panel for Chicago Artists Month (chicagoartistsmonth.org)

2006 – 2010 Member of Teacher Advisory Panel for Museum Education at the Art Institute of Chicago

Lectures, Presentations + Panels

"Culture Mixtape" presentation as part of the exhibition "Spectacular Vernacular" at Chicago Cultural Center (2016)

"The Review Panel: an evening of critical conversation about art," Brooklyn Public Library panel presented in association with Artcritical.com (2016)

Guest Critic – MFA Symposium, Pratt Institute, Department of Fine Art (2016)

"Words Cannot. . ." Lecture/Reading presented at "Foundational Sharing 4" and "Situational Junta at the Bowery Poetry Club" (2013)

"Vernacular Art: William Hawkins and Hawkins Bolden" Panel presented at Intuit: the Center for Outsider and Intuitive Art (Moderator, 2012)

"Find and Follow Your Passion" Panel facilitated by FindSpark (Moderator, 2012)

"Art and Community: Intervening in new Communities" Lecture presented at Columbia College Chicago (2008, 2009)

"Removing the Band-Aid from Arts Education" Presented at Social Theory, Politics, and the Arts Conference (2008)

"Outreach Revised" Presented at "One State Together in the Arts" conference facilitated by Arts Alliance Illinois (2007)

Technical Knowledge + Skill

Adobe Creative Suite (InDesign, Photoshop, Acrobat)

FileMaker Pro

Microsoft Office

MailChimp

Wordpress

ArtSystems

HTML

Mac OS + Windows

The Raiser's Edge