

# CATINA E. CRUM

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Business-minded, creative project manager with 8 years of leadership experience working in administrative, management, and customer service roles. Highly organized, passionate about streamlining operations, and driven by creating efficiencies.

## PROFESSIONAL EXPERIENCE

**Public Art Project Manager – Phoenix Office of Arts and Culture** 12/2021 – Present  
City of Phoenix, Phoenix, AZ

- Overseeing all aspects of public art asset acquisition and installation processes as one of three project managers with a total annual program budget of \$8M and individual project budgets exceeding \$500K.
- Researching appropriate material selection, validating project budgets and timelines, ensuring accessibility, and assessing and mitigating risk factors for public art projects and infrastructure.
- Facilitating reorganization of database with more than 300 projects and associated records as well as migration to cloud-based file system and project management system.
- Coordinating and directing all activities and personnel involved in implementation and completion of Capital Improvement Program (CIP) arts projects, programs, and contracts.
- Developing and presenting public art and educational outreach workshops to interested artists and local community members.

**Public Arts Assistant – Boise City Department of Arts & History** 08/2017 – 12/2021  
City of Boise, Boise, ID

- Collaborated with Public Art Program Manager on all aspects of public art asset acquisition and installation with a total annual program budget exceeding \$1M and individual project budgets exceeding \$200K.
- Responsibly managed up to 50 artists and fabricators in accordance with contracts across up to 10 projects simultaneously.
- Developed department-wide policies, regulations, and procedures; defined standard operating procedures for policy adoptions. Identified a flaw in city-wide policy adoption process, resulting in correction and streamlining at city level.
- Proposed and implemented department-wide best practices for annual planning, budgeting, asset acquisition, and project management, including appropriate software tools.
- Composed comprehensive database of entire public art collection valued at \$6.5M+, comprising 400 site-based installations and more than 1,000 total assets.
- Conceptualized and developed mural permitting and cataloging process (Boise Mural Registry) as well as artist guidelines preventing illegal mural installation and allowing public search of murals within the City of Boise. This project was prominently featured in the Americans for the Arts' "Ask an Expert" series alongside Mural Arts Philadelphia.
- Presented at conferences and taught workshops to art organizations, fostering an understanding of key performance indicators, such as the Creative Vitality Index (CVI), to inform about local and national benchmarking related to the creative ecology.
- Curated, rotated, and installed the Boise Visual Chronicle, Portable Works, and the James Castle House Collection of Art.

**Studio & Gallery Manager** 11/2015 – 08/2017  
Boise Art Glass, Boise, ID

- Managed operations of a professional artist's studio and gallery space with 10 employees, including marketing strategy, business development, human resources, accounting, customer relations, and artist portfolio development.
- Defined and documented business workflows across all domains. Created a business manual and job descriptions for each functional role. Optimized resource management and operational efficiencies to achieve 100% capacity utilization for classes and workshops. Increased total revenue by >30%.
- Completely redesigned website and social media presence. Developed and implemented social media marketing strategy, including creative content generation and community events. Implemented online class scheduling system.

## OTHER WORK EXPERIENCE

### Floral Buyer and Floral Department Customer Service Lead

07/2014 – 07/2016

Whole Foods Market, Boise, ID

- Analyzed sales data and customer behavior to optimize product selection, product displays, and purchasing frequencies, reducing spoilage rate from >30% to <5%, while increasing revenue by up to 200% year-over-year.
- Received “Team Member of the Year Award” for consistently exceeding sales and profit margin targets as well as customer feedback survey scores.

### Assistant Therapist

02/2014 – 08/2014

Independent Living Services, Boise, ID

- Taught children with intellectual disabilities in a home setting using Behavioral Psychology.
- Assisted with daily living activities. Documented and summarized each child's progress. Created and maintained a safe and therapeutic learning environment in a high-stress environment.

## EDUCATION

- **Master of Business Administration**, expected graduation December 2022  
Boise State University, Boise, ID, GPA 3.9
- **Bachelor of Fine Art in Drawing and Painting**, December 2017  
Boise State University, Boise, ID, GPA 3.9
- **Associates in General Arts**, May 2012  
College of Southern Idaho, Twin Falls, ID, cum laude

## ACHIEVEMENTS

- **People's Choice Award**, The Cactus Collective, Scottsdale, AZ, 2022
- **Presenter, “Implementing Murals in Your Neighborhood”**, Boise Neighborhood Interactive, Boise, ID, 2019
- **Presenter, “Using the Creative Vitality Index to Promote Economic Development in the Arts”**, Southwest Idaho Regional Cultural Meeting, Nampa, ID, 2018
- **Fine Art Grant Recipient**, The Alexa Rose Foundation, Boise, ID, 2015
- **Student Research Initiative: The Zirinsky Collection**, Boise State University, Boise, ID, 2013
- **Study Abroad Program: Art and Design in Japan**, Boise State University, Boise, ID, 2013

## TRAINING

- **Workshop: “My Artrepreneur Program: Business Skills for Artists”**, 52 hours, Boise, ID, 2019
- **Workshop: “Diversity, and Inclusion Leadership Training”**, 16 hours, Dignitas Agency, Boise, ID, 2019
- **Workshop: “Data Steward”**, 24 hours, Boise City Innovation and Performance, Boise, ID, 2018
- **Internship: Assistant to Graduate Art Program Director**, Boise State University, Boise, ID, 2016

## VOLUNTEER EXPERIENCE

- **Board Member, Freak Alley Gallery**, Boise, ID, 2018 – present  
Designed website and assisted with the transition between old and new director.
- **Committee Member, Treasurer**, Gem Center Gallery, Boise, ID, 2019  
Participated in artist selection process, gallery installation, and events.  
Distributed payment to artists.
- **Committee Member**, Idaho Botanical Garden, Boise, ID, 2018 – 2019  
Provided advice regarding the development of policy, regulation, and guidelines for the Garden's art gallery.  
Assisted with artist selection process and yearly gallery event.