

Ardith Jane Russell

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Dedicated professional with 30+ years of diverse experience in working within time sensitive environments and progressing through challenging positions. Possesses comprehensive knowledge of communications strategy, community planning, project management, volunteer coordination, art direction, and event planning. Strong ability to support public relations, digital media, and marketing campaign initiatives. Capable of excelling within both independent and team-oriented roles by leveraging superior organizational, collaborative, multi-tasking, and critical thinking skills.

Bachelor of Arts, Wheaton College, Norton, MA, 1993 | Major: American Studies | Minor: Environmental Policy

Professional Experience

Studio 518, Event/Exhibition Management & Interpretive Design, NYSWBE | Saratoga Springs, NY

Owner | 2006 to Present

- Established and operates an event/exhibit management and interpretive design consulting firm producing thoughtful and visually stunning materials for historic sites, colleges and universities, cultural institutions, casinos, and private estates. Services include content development for marketing campaigns.
- Transforms and translates ideas/stories from conceptualization to realization
- Integrates CAD plans into existing building and site plans to ensure design integrity, while coordinating with architects, interior designers, and construction managers throughout all phases of development
- Portfolio includes curating distinctive environments at the New York Stock Exchange, Saratoga Race Course, Belmont Park, and Aqueduct Racetrack as well as representing brands, such as Brown-Forman, Mionetto, Ketel One, NYRA, and BMW

M/E Engineering P.C. | Schenectady/Syracuse/Rochester/Buffalo, NY

Director of Corporate Culture, Marketing & Communications | 2020 to 2023

- Served as inaugural senior-level Director while standardizing and establishing creative corporate culture as well as formulating effective communication strategies across NYS to contribute towards organizational success
- Collaborated with Partner leadership group to significantly contribute towards the development of digital communications, marketing campaigns, employee and client engagement programs, and marketing team of 5 members to facilitate attainment of set objectives/goals and maintain optimized workflow
- Standardized marketing efforts within 4 offices while overseeing seamless internal and external communications, successful career growth programs, and key marketing initiatives to realize operational effectiveness
- Achieved 600% increase in digital traffic year over year through strategic planning and implementation
- Managed corporate brand refresh design scheduled for 2023 to improve brand recognition and awareness
- Played a key role in planning and executing internal initiatives, such as Corporate Culture Committee, Employee Perks Program, Values Recognition Program, Partner Portfolio Development, and Marketing Coordinator Quarterly Retreat
- Ensured success of digital media campaigns pertaining to Employee Recruitment, Employee Retention, Corporate Growth, Sustainability Services, Project Spotlights, and Thought Leadership

Saratoga Arts Fest (SAF) | Saratoga Springs, NY

Consulting Director of Programming and Production | 2011 to 2013

- Managed over 100 volunteers and organized nearly 75 arts related events throughout the city of Saratoga Springs by overseeing production of each event during the festival week through management of all logistical aspects
- Prepared board reports, developed fundraising strategies, as well as hosted community outreach programs to engage the community at large in the activities and mission of SAF, resulting in improved public outreach throughout the year

Spring Street Gallery | Saratoga Springs, NY

Executive Director & Curator | 1996 to 2010

- Responsible for overseeing all gallery operations and events in an award-winning nonprofit art gallery, promoting the arts as a means of environmental, social, and civic engagement. Managed exhibition development, fundraising, marketing, publication design and production, educational programming, community outreach, sales, board reports, volunteer management, and maintenance

Additional Experience/Volunteer Activity

Board of Trustees, Hyde Collection | Chair, Saratoga Springs Arts Commission | Consulting Director, Children and Nature Saratoga | Emeritus Board Member, Adirondack Lakes Center for the Arts | Board Member, Youth Squared | Fundraising, Saratoga PLAN | Fundraising, Universal Preservation Hall

Core Competencies & Technical Skills

Art Direction, Content Development, Event Planning & Production, Brand Awareness, Digital & Social Media Marketing, Project & Campaign Management, Stakeholders Collaboration, Team Leadership, Strategic Planning & Execution, Communication & Presentation Skills, Time Management | Microsoft Office (Word, Excel, PPT), Adobe InDesign, Canva, AutoCAD, Revit