



HOLLY HOORNSTRA

Effective, collaborative professional proven designing, selling, building and operating guest-centered experiences and retail operations. I've had success on hundreds of projects by providing skilled leadership and compelling experiences for diverse clients and audiences in permanent, temporary, mobile and pop-op venues.

***Over 700,000 sf. designed, produced, installed and managed
Hundreds of thousands of sales in services and products***

Design, fabricate and operate, hundreds of compelling guest driven spaces and experiences

Produce multilingual exhibitions including English, Spanish, Ojibwe and Japanese

Assemble and train teams in dozens of design/build and operational venues

Manage sales, products and services in retail, corporate and cultural settings

Flexible creating and supporting permanent, traveling, temporary and pop-up sites

Coach operational and cultural change

Evaluate and adapt existing facilities to redefined objectives

Manage multiple projects, programs, locations and objectives

Responsive and practical project, operational and personnel management

Demonstrated ability to relocate

EXPERIENCE

Framing Manager

District Lead Trainer Michaels Arts and Crafts / Pat Catan's

11/09-Present

- Manage sales, personnel, training and production in high-volume retail locations
- Train and lead senior shop managers through acquisition including operational and cultural changes
- ***Increased Sales in retail location by 28% in 12 months***
- ***Personal sales per unit exceeds company average by 35% while fostering consistent repeat customers***

Sales Representative Nealer Enterprises, Cleveland, Ohio

8/06–11/09

- Provided client service, technical information and quotes; managed sales process and planned order through installation of industrial salt fog corrosion test equipment

Director of Exhibitions and Services

10/05–7/06

Assistant Executive Director of Visitor Experience

8/02–10/05

Director of Exhibitions

9/99–8/02

HealthSpace Cleveland, Ohio

- Led the design, build and delivery of exhibitions, events, programs, curricula and collateral materials for 81,000 sf museum and educational center and nationwide clients
- Developed relevant, inclusive and evaluated exhibition plans, revenue streams and fundraising strategies to support institutional visions

HOLLY HOORNSTRA

- Supervised from 20-60+ staff, volunteers, consultants, vendors and contractors for exhibitions and related programming to ensure guests rewarding, memorable experiences
- Created revenue: developed sponsorships, donors and clients, and marketed products and services
- ***Produced over \$265,000.00 net in contracts, sponsorships and services in under a year***
- Managed complex schedules, budgets and teams and permanent, traveling and contract exhibition logistics, web programming, events and facilities use

Produced compelling experiences, spaces and collateral materials for:

81,000 sf. Science Center

27,000 sf. of changing exhibit space

Award winning interactive theatre

30,000 sf. Education Center

6 Learning Theatres, Labs, Demo Kitchen and Physiology and Exercise Studio

85 seat Public Theatre

Director of Interpretation State Historical Museum Madison, Wisconsin

12/98–9/99

- Led diverse staff and volunteers to design, manage and provide exhibitions, educational, public, school and special event programming for the State Capital Museum serving 80,000 guests annually
- Authored grants including over \$15,000 from Wisconsin Humanities Council
- Produced first major bi-lingual traveling exhibition with the Lac Du Flambeau, fostered successful partnerships with American Girl and Wisconsin Public Television

Owner DesignWright, Columbus Ohio

2/96–12/98

- Provided design/build services for over 55,000 sf. of informal learning experiences and exhibitions including master planning, project management, concept and schematic design, prototyping, evaluation, construction documentation, production and installation support
- Authored and presented successful fundraising and sponsorship initiatives to diverse audiences

Producer/Developer Ohio's Center of Science & Industry, Columbus Ohio

2/95-2/96

- Conceptualized and managed design development, budgets and construction documentation for 20,000 sf. themed environments for two new regional science centers and contract clients
- Solicited and fostered sponsorships, partnerships and donations for exhibition and educational initiatives
- Led and coordinated diverse teams of researchers, designers, educators and artists with contractors, consultants, content experts and project stakeholders

Director of Exhibits Ohio Historical Society, Columbus Ohio

1/88-2/95

- Designed, produced and installed 60,000 sf. of exhibits annually in 450,000 sf. of exhibit space at 63 history, natural history, archaeology, indoor, outdoor, permanent and temporary sites statewide
- ***Generated \$275,000 net profit annually in exhibit development and production for outside clients***
- Provided fundraising support: generated collateral materials, prospected, developed and presented to private, corporate, community and government concerns
- Assembled and directed diverse teams ranging from 5 to 60 people translating educational concepts into indoor, outdoor, permanent, temporary and travelling exhibitions and programs
- Designed and produced award winning Youngstown Historical Center of Industry and Labor

BS Industrial Design

Extensive PR and Media Training

Design and Experience Awards

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