LAURA BRINO

CREATIVE STRATEGY & LEADERSHIP | PROGRAM INNOVATION | COMMUNITY ENGAGEMENT

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PROFESSIONAL PROFILE

Creative strategist, arts administrator, and nonprofit program leader with 20+ years of experience developing community-centered initiatives, building partnerships, and translating complex ideas into accessible programs and visual communications. Experienced in community feedback, collaborative planning, curriculum and service design, staff leadership, and full-cycle project execution. Combines hands-on design production with a track record of founding and directing arts and educational programs.

CORE COMPETENCIES

Community Engagement & Stakeholder Research • Human-Centered Program Design • Arts & Nonprofit Administration • Strategic Planning & Program Evaluation • Cross-Sector Partnerships • Workshop & Curriculum Design • Staff Leadership • Brand & Communication Design • Proposals, Budgets & Presentations • Video & Digital Storytelling

PROFESSIONAL EXPERIENCE

Co-Founder | Songbird Festival & Collective, Annapolis, MD | Sep 2022–Present

- Co-founded an artist-centered festival and collective advancing representation, professional opportunities, and equity for women and underrepresented musicians; developed strategic vision, programming, and community partnerships.
- Lead event production, artist showcases, sponsorship cultivation, fundraising, marketing, and operations; build partnerships with performers, venues, and community organizations.
- Designed organizational branding, website, promotional campaigns, sponsorship packets, and digital communications supporting artist visibility and engagement.

Co-Founder | Wildhearts Academy, Annapolis, MD | Jan 2021–Present

- Co-founded and built a community-centered educational organization for children ages 3–12; established the mission, educational model, age-specific programs, and research-informed, arts-integrated curriculum.
- Lead strategy, budgeting, staffing, enrollment, and daily operations; recruit and mentor educators and refine programming using family feedback and student needs.
- Created brand identity, website, curriculum publications, videos, and outreach communications; cultivate partnerships with families and local organizations.

Independent Creative Consultant | Laura Brino | Jul 2013–Present

- Provide accessible creative consulting to small businesses, entrepreneurs, nonprofits, and individuals, translating client needs and ideas into cohesive brands, communications, and creative experiences.
- Direct projects from discovery and concept development through design, revisions, and delivery; collaborate with clients to develop clear, practical, audience-centered solutions.
- Design logos, brand identities, websites, social media content, print collateral, presentations, and event materials; develop arts-integrated curricula and instructional resources.

Director of Programming | Maryland Hall, Annapolis, MD | Jan 2022–Jul 2023

- Directed multidisciplinary arts, education, and community programs; supervised education and outreach staff and oversaw visual arts exhibitions, galleries, and artist residencies.
- Developed Maryland Hall Presents performances and cultural events; built partnerships with artists and organizations to increase access and community participation.
- Led program planning and implementation and contributed graphic design, digital illustration, and visual communications to organizational initiatives.

Founder & Director, Jóvenes Artistas | Maryland Hall, Annapolis, MD | Jan 2013–Jul 2023

- Founded and directed a therapeutic arts and mentorship program for underserved youth, developing its structure, curriculum, partnerships, and ongoing assessment.
- Engaged students, families, educators, and community organizations; used stakeholder feedback to refine programming and strengthen participation.
- Designed program logo, branding, website, flyers, proposals, budgets, stakeholder slide decks, and documentary videos supporting outreach and funding.

Outreach Coordinator | Maryland Hall, Annapolis, MD | Jun 2017–Jan 2022

- Designed and managed community arts education and outreach initiatives for underserved populations; developed school, artist, and nonprofit partnerships and supported grants and evaluation.
- Created curricula, websites, branding, and documentary videos; produced ArtReach Film Series and ArtReach Challenges to sustain community engagement during COVID-19.

Owner & Creative Director | The Shop: Hair.Art.Music, Annapolis, MD | Jan 2015–Jan 2020

- Founded and operated a multidisciplinary business combining a hair salon, contemporary art gallery, and intimate music and cabaret venue; designed its brand and shared-space business model.
- Managed budgets, scheduling, client experience, exhibitions, live events, artist partnerships, and promotional campaigns across multiple revenue streams.

Arts Integration Specialist | Wiley H. Bates Middle School, AACPS | Jul 2013–Jul 2015

- Led interdisciplinary curriculum design with teachers and artists; facilitated professional development, coordinated artist residencies, and created multimedia documentation of program outcomes.

Visual Arts Teacher | Wiley H. Bates Middle School, AACPS | Jul 2010–Jul 2014

- Designed inclusive, standards-aligned visual arts curriculum for a diverse Title I school; used differentiated instruction, collaborative art projects, and exhibitions to support student learning.

DESIGN & PRODUCTION

Visual identity and graphic design • Website design and content • Community surveys • Information and presentation design • Curriculum publications • Documentary video production • Adobe Photoshop, Illustrator, InDesign, Premiere Pro • Canva

EDUCATION

Bachelor of Arts, Arts Education | Towson University, Baltimore, MD
Undergraduate Studies, Illustration | Maryland Institute College of Art, Baltimore, MD

AWARDS & PROFESSIONAL RECOGNITION

Annie Award, Arts Educator of the Year (2022) • Maryland State Arts Council Project Grant (2023) • NEA Learning & Leadership Grant (2014) • AACPS New Arts Educator of the Year (2012) • Presenter, NAEA National Conferences (2014, 2015) and NEA National Conference (2012) • Education Secretary Town Hall Panelist (2015)

ADDITIONAL CREATIVE PRACTICE & ENTREPRENEURSHIP

Singer-Songwriter, Recording Artist & Visual Artist Creative practice spanning 10 albums, a music licensing deal, Bernard/Ebb Songwriting Award recognition as recipient and finalist, and visual art. Draws on storytelling, experimentation, and cross-disciplinary thinking to approach ideas and challenges with originality.