

## Federica Ewing

37 Dogwood Court,  
Novato, CA 94947  
415-702-5135  
ewingfederica@gmail.com

### PROFILE

Comprehensive knowledge of Art History, with focus on Contemporary Art. Excellent writing skills. Strong interpersonal skills. Excellent communications, project management and organizational skills and the ability to work in a team-oriented setting. Exceptional customer service and sales skills. Fluent in English and Italian; advanced French reading skills.

### EDUCATION

MA Economics and Museum Management, University of Florence, Florence, Italy.

MA Art History, specialization in Contemporary Art, University of Florence, Florence, Italy.

BA Literature and Philosophy, University of Florence, Florence, Italy.

AA, Art Gallery Design and Management, College of Marin, Kentfield, CA.

### WORK EXPERIENCE

2015- Sept. 2017, GALLERY DIRECTOR, *Eden Fine Art Gallery*.  
San Francisco-New York-London- Tel Aviv. [www.eden-gallery.com](http://www.eden-gallery.com)

#### Duties include:

- Managed all aspects of gallery operations. Managed a team of eight Art Consultants.
- Created and executed strategic outreach programs to generate sales revenue and achieve sales goals.
- Build new client relationships and maintained existing.
- Oversaw design of advertising and online presence, including email campaigns and social media. Wrote and distributed press releases.
- Developed specialized market segments.
- Managed inventory.
- Supervised and coordinated daily domestic and international shipping of works of fine art.
- Supervised installation of all gallery exhibitions.

2015- Sept. 2017, ASSISTANT DIRECTOR, *ZK Contemporary Art Gallery*.  
San Francisco. [www.zkgallery.com](http://www.zkgallery.com)

#### Duties include:

- Assisted in day-to-day gallery operations, such as organizing and coordinating exhibitions.
- Researched and wrote art historical descriptions and articles on the artists we represented.
- Artist liaison. Visiting artists studio.
- Art market research.

- Inventory management.
- Worked with gallery owner on art fairs planning, and selected artwork for art fairs.
- Researched new artists and art fair opportunities.
- Supervised packing and crating of artworks. Organized and supervised international shipping of sold artwork, and shipments to and from Art Fairs.
- Created and promoted relationship with local Art Consultants, Interior Designers. Establishing relationship with local and international clients.

#### 2015 ADS QUALITY RATER, **Google**.

Responsible for reporting and tracking the visual quality and content accuracy of Google advertisement. Using an online tool to examine advertising related data and provide feedback and analysis to Google. Communicate effectiveness of web and mobile layouts through the online tool.

#### 2002-2010 SALES MANAGER, *Ewingcraft*, Architectural Design, Engineering and Fabrications. San Francisco, CA

##### Duties include:

- Assisted in designing architectural store fronts for many of the most prominent Bay Area restaurant and business venues.
- Market Research, brand management, advertising and promotions.
- Monitored purchases and orders. Communicated and followed-up with vendors to ensure merchandise deliveries were met within ship windows.
- Maintained relationship with customers, architects, designers.

#### 2011 ART CONSULTANT, *Donna Seager Art Gallery*, San Rafael, CA.

##### Duties included:

- Offered assistance and information to visitors about the different exhibitions we organized.
- Assisted with packing and shipping of sold artwork, assisted with art show set-up and breakdowns, including installing and removing artwork.
- Maintained inventory of all artwork and labeled pieces, as well as maintained list of gallery contacts and buyers, created computer-generated labels for all show exhibits. 1996-2001 ART

#### 1998- 2001 DIRECTOR/ STORE MANAGER, *Illumina*, Firenze, Italy.

##### Duties include:

- Selected and managed a store team consisting of 3 sales associates for a high-end lighting and Designer's furniture showroom, and Art Gallery.  
Conceived, developed, and promoted exhibitions.
- Established relationships with architects, interior decorators, fashion retailers.

- Maintained, managed and developed vendor relationships. Managed purchase orders. Monitored basic stock inventory and sales within the store.
- Attended market appointments and fair trade shows to select and purchase merchandise. Analyzed sales/ inventory levels.
- Supported the customer by providing detailed and accurate product knowledge and information.
- Created and managed special events and product presentations to build a strong and lasting customer relationship.

## **CURATORIAL EXPERIENCE**

2017, Pop Art to Street Art”, ZK Contemporary Art Gallery, San Francisco, CA.

2016, “Life in the detail- Gil Gorin”, ZK Contemporary Art Gallery, San Francisco, CA.

2016, “Samurai Cats-Hiro Ando”, ZK Gallery, San Francisco, CA.

2015 “Kwang ho Shin”, ZK Contemporary Art Gallery, San Francisco, CA

2015 “Y.A. E. Young Artist Exhibition”, ZK Contemporary Art Gallery, San Francisco, CA.

2012 “Bay Area Emerging Artist”, Marin Museum of Contemporary Art, Novato, CA.

2011 “Sweetheart Show”, College of Marin Fine Art Gallery, Kentfield, CA.

“Entanglements”, College of Marin Fine Art Gallery, Kentfield, CA.

“Pin Up Show”, College of Marin Fine Art Gallery, Kentfield, CA.

“KWR,” Homegrown, Toby's Feed Barn Art Gallery, Point Reyes Station, CA.

“Figuratively Speaking”, Elsewhere Gallery, Fairfax, CA.

2001 “Quotidianamente”, Torre del faro, Livorno- Firenze, Italy.

2000 “La parola come immagine e segno. Firenze, storia di una rivoluzione colta 1960-1980”. Villa Renatico Marini, Pistoia-Firenze, Italy.

1999 “Nascita di una morfologia costruttiva. Firenze 1972. Storie e Presenze”. Biblioteca Centrale, Firenze, Italy.

## **EXPERIENCE**

ART DOCENT at Lu Sutton Elementary school, Novato, CA.

Duties include: Present and analyze Modern and Contemporary Art masterpieces, followed up with art projects lead by the children’s responses to the artworks.

2008 FUNDRAISING EVENT COORDINATOR, Marin Museum of Contemporary Art, Novato, CA.

1998-2001 ART CRITIC for Eco d'Arte Moderna Magazine, *Il Candelaio Editore*, Firenze, Italy.

Proficient in Mac operating System as well in Windows Office.

Reference upon request.