

# LAURA WILLIAMS

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## OBJECTIVE

To integrate my fine arts and project management background with my architecture education to make a career change into the real estate sector. I would like to focus on social and environmental responsibility by targeting sustainable, community-oriented development, land conservation, or city economic development projects.

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## EDUCATION

**Leeds School of Business, University of Colorado**, Boulder, CO, 2013 – 2015

MBA Candidate, Class of 2015, Focus: Real Estate, Sustainability

VP of External Relations - Net Impact Case Competition, Board Fellow on CASA Voices for Children Board

**Smith College**, Northampton, MA, 2005 – 2009

BA 2009 Major: Art, Architecture and Urbanism, Dean's List 2008 – 2009

**Denmark's International Study Program**, Copenhagen, 2007 – 2008, Focus: Architecture

**College of Southern Idaho**, June 2012, Enrichment course: Business Planning for Nonprofit Ventures

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## EXPERIENCE

**ANNE REED GALLERY** (September, 2012 – August, 2013) Ketchum, ID

Director

- Interfaced with over 70 artists and agents to curate online exhibits and update website information
- Followed up with sales inquiries and managed sales reporting and bill paying
- Implemented marketing plan through writing e-newsletters, blogs, outreach letters to designers, social media strategies, and website aesthetics
- Worked with Amazon.com as one of the select art gallery partners for the launch of Amazon Art

**ARTprojectA** (March, 2011 – August, 2013) Ketchum, ID

Director

- Results driven executor for a start up company's visionary goal of creating an accessible, affordable fine art website. Involved in all steps from idea to realization to develop the online art gallery with co-founders
- Conducted web designer search including writing and dispersing RFP, interviewing candidates, and hiring
- Found and communicated with 68 artists to jury artwork, curate the website, and keep artists updated
- Wrote and designed e-newsletters, blogs, social media posts, and press releases

**Sun Valley Writers' Conference** (July, 2009 – July, 2013) Ketchum, ID

Operations Assistant, promoted to Operations Coordinator Spring 2011

- Project management experience organizing major literary conference with nearly 1,000 attendees
- Managed operations logistics including: Site setup & teardown, single event ticket program, attendee registration, gift shop & CD sales, and supplies inventory & ordering all within budget constraints
- Created written documentation and new planning ideas for logistics management
- Supervised team of 6 part-time staff and 15 student volunteers

**Idaho Conservation League** (Summer 2008) Ketchum, ID

Internship

- Planned and conducted a range of public relations events including informational meetings, the summer hiking series, and the annual donor reception
- Aided in fundraising by increasing the distribution of a profit-generating hiking guidebook by 20%

**Rickshaw** (July, 2005 – April, 2011) Ketchum, ID

Wait staff, promoted to Front of House Manager Spring 2009

- Supervised and managed wait staff and dishwasher. Serve approximately 100 people per night
  - Duties included: inventory and ordering, preparing and depositing money, and scheduling
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## ADDITIONAL INFORMATION

Big Brother Big Sister, "Big" volunteer (May 2011 – August 2013) • Smith College Recruiter (2009-Present)

Adobe Creative Suite • Visio • File Maker Pro • QuickBooks • Microsoft Word, Excel, PowerPoint • AutoCAD