

Murasaki "Marta" Shikibu

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EDUCATION

Duke University, Durham, NC, USA

Master of Arts in Digital Art History

Expected May 2019

Wesleyan University, Middletown, CT, USA

Bachelor of Arts, Majors in East Asian Studies and Mathematics

May 2015

GPA: 3.86/4.0, Dean's List 2015

Waseda University, Tokyo, Japan

Exchange student at School of International Liberal Studies Department

January 2014 – May 2014

Coursework: Religions of East Asia; Classics of Japanese Literature; Art Heritage of Asia and the Middle East;
Computer Programming; Culture in Context

ARTS EXPERIENCE

Editor & Journalist (Freelance), *China Collections*

Jul 2016 – August 2017

- Interviewed artists, edited and published articles on China Business Daily and China Collections
- Investigated the news exhibits at art museums and galleries and maintained records
- Raised fresh perspectives in terms of topic selection and planning scheme
- Managed new media operation on the Wechat and Weibo platform, successfully attracted more young subscribers

Art Gallery Manager, *Park West Gallery*

March 2016 – May 2017

Art Associate, *Park West Gallery*

June 2015 – March 2016

- Managed appearance of gallery and curated art displays for 8-9 events per voyage, dealing works of art by contemporary artists as well as deceased masters
- Coordinated onboard Art Gallery and Art Programs on international luxury cruise ships (especially in Japanese and Chinese market)
- Consistently met and exceeded sales goals, and broke auction records in Japanese market several times
- Simultaneously translated entire live art auction from English to Japanese, exhibiting exceptionally strong public speaking skills on a daily basis
- Assisted with all departmental accounting, marketing, and event planning
- Maintained inventory of over 1000 fine artworks, performing onload and offload of artworks in international ports on a monthly basis
- Spearheaded company's emergence in Chinese and Japanese markets
- Trained and mentored Asian language speakers to successfully run onboard programs, tailoring departmental structure to new market demands

Spring Festival Art Auction, *Park West Gallery*

Spring 2016

- Strategized plans and targets for Chinese clientele
- Transformed marketing materials for Chinese market, including writing invitations, recording video clips, etc., which helped gain substantially attendance of Chinese customers at the auction
- Simultaneously translated for all VIP events
- Auction results impressed the national sales manager; the volume of attendance and turnover contributed by Chinese customers tripled what had been last year

Dassault-Vivere Banquet, *YuanZhenTong Beijing*

April 2015 – May 2015

- Simultaneously translated for sales director of Northeast Asia at Dassault Falcon Jet, successfully helped the Dassault Group promote business to several targeted clients

- Inspected whole process of hall planning, making sure everything is perfectly executed
- Strategist, Arroz de Fideos (restaurant)** December 2014 – February 2015
- Researched the restaurant industry in Panama
 - Contributed new ideas to the new-design of an existing restaurant
 - Suggested implementing a new organization management system, and introduced a training system for staff members
 - Raised revenue from less than 100 dollars a day to more than 300 dollars a day
- Trade Intern and Researcher, Longting Ltd. Corporation** December 2014 – February 2015
- Conducted market research on consumer goods and interior design hardware in Panama for trade opportunities, and managed fieldwork to local supermarkets
 - Collected research data; evaluated price and quality of goods across supermarkets
 - Analyzed research results; presented possible investment opportunities to potential investors
 - Compared interior design elements in Panama with those in China
 - Contributed to the presentation on potential investment; gained support of local community members
 - Fieldwork to several hardware and interior ornament stores, from top-grade to standard ones
 - Contacted potential partners for investment and cooperation with introduction of working conditions, advantages, disadvantages of Panama and marketing analysis
 - Outreach Programmer, Wesleyan University College of East Asian Studies Fall 2011 – Fall 2014
 - Promoted cultural awareness to students aging from 7 to 14 years and led specific East Asian cultural activities, including traditional Japanese dance (soran-bushi), paper folding (origami), calligraphy, traditional Chinese lion dance
 - Coordinated travel logistics between visiting school and university to ensure efficient event planning

EVENT COORDINATION EXPERIENCE

- Event Planner, Niji no Kai (国際交流虹の会), Tokyo** September 2013 – July 2014
- Held cultural communication events along with Japanese college students, including sports competition, English learning and world study
 - Advertised for cultural events, such as sending out flyers and making contact via emails
- Member, Waseda Chopin Group (シヨパンの会)** October 2013 – July 2014
- Promoted concerts, through social media and face to face mobilization

SKILLS AND INTERESTS

Computer: Tableau, MS Office, Adobe Creative, Python, Social Media

Skills: Video-editing; Research (1-year art history experience with Professor Jonathan Best at Wesleyan University; 1.5-year art market research with Professor Miegroet at Duke University)

Interests: Art Auction and Connoisseurship; Wine Business

Languages: Chinese; English; Japanese (JLPT N1)