

## Education

### **George Washington University**

Master of Arts in Museum Studies, May 2012

### **Indiana University-Purdue University, Indianapolis, IN**

Bachelor of Arts in Native American Studies, Dec 2009

Museum Studies Certificate, Dec 2009

## Relevant Experience

### **Bischoff Performance Improvement Consulting, Sonoma, CA**

January 2014-present

#### **Research Director & Grantwriter**

- Fund development research, grant writing, program development, facilitation, website design and social media for nonprofits, school districts and federal agencies.

### **Freelancer, Northern California**

January 2000-present

- Wildfire reporter working independently to cover Northern California wildfires. Work has been featured on KQED Forum, *San Francisco Chronicle*, The Takeaway and more. My use of social media to report on critical, fast moving wildfire news and intel has been called “groundbreaking” by KQED’s Michael Krasny. My work sources from on the ground intel, scanners, mapping, data and social media.
- Journalist covering food, wine, travel, history and business. Work published in *Santa Rosa Press-Democrat*, *Sonoma Index-Tribune*, *Bite Club*, *Wine Enthusiast*, *NorthBay Biz*, *North Bay Woman*, *Go Local*, *Sonoma Valley Sun*, *Bohemian*, *Sonoma Magazine*, *Smithsonian* (magazine), *Nuvo Newsweekly*, and *Huffington Post*.
- Marketing copywriting support for numerous wine and hospitality businesses, including Corner 103, Epicurean Connection, Passaggio Wines, Boisset Collection, Bespoke Collection, and Winery Sixteen 600.
- Currently manages social media for Corner 103, a Black & LGBTQ-owned small winery. In 2020 we were named the #1 tasting room in the USA by *USA Today*.
- Former social media manager for the *Sonoma Valley Sun*, *New Haven Apizza Shop*, and the *Open Knowledge Foundation*.
- Photography for autoracing, historic places, and special events. Clients include *Motorburn*, National Park Service, Smithsonian Institution, Defenders of Wildlife, *Vice*, *Sonoma Valley Sun*, United Daily News, News Lens, *Landscape Architecture*, Thrillist, *Christian Post*, *Phoenix Business Journal*, National Public Radio, Frommers, Ravishly, KCUR, Lonely Planet, NBA, Oxford University, About, Utne Reader, Indiana Public Media, WETA, The Daily Meal, Rodales Organic Life, KCRW, The Hague Institute for Global Justice, KNPR, Penang Monthly, PETA, Joie de Vivre, US Sports, Atlas Obscura, and California State Parks.
- Event promoter, including former professional international DJ. Managed live music and dance events, fundraisers and events attracting over 1,000 attendees. Most recent events included "The Marriage of Wine & Bacon" at Suite D featuring the girl & the fig and Corner 103; Beaujolais Nouveau Day in Sonoma, CA; Fugazi concert in Indianapolis, IN; and over 400+ more events.

## **Sonoma Valley Sun, Sonoma, CA**

**January 2015-November 2016**

### ***Food + Drink Editor & Social Media Coordinator***

- Oversaw all food and beverage coverage for Sonoma Valley-based free community newspaper, printed bi-weekly and daily online.
- Managed freelancers and worked directly with PR and marketing teams.
- Managed all social media operations, specifically Facebook and Twitter.

## **Wikimedia Foundation, San Francisco, CA**

**January 2012-January 2014**

### ***Program Evaluation & Design Community Coordinator***

- Worked with the Wikimedia community to improve their skills and knowledge of program evaluation.
- Maintain and design methods for communication on-wiki and through blogs, social media, conferences and events, including planning and implementing internationally in 8 different countries.
- Work closely with program evaluators in the community and at the Wikimedia Foundation to maintain clear common language and general transparency of evaluations taking place. This also involves community consensus gathering and building a shared understanding of learning around evaluation.

### ***Community Fellow***

- A community organizer, working with the Wikimedia community to improve online support environments and new user help systems, focused around diversity and new editor engagement.
- Developed and maintained social media campaigns, focused on women's international engagement with Wikipedia.
- Outreach to women's organizations and groups to increase the participation of women from 9% of total Wikipedia contributors, including public speaking and event organizing in 13 countries.

## **Library of Congress**

**January 2013-December-2013**

### ***Wikipedian in Residence (contractor)***

- Facilitated the crowdsourcing of over 150 volunteers working in over 200 languages to improve history coverage on Wikipedia. Evaluated program monthly and delivered a final evaluative report. Presented to stakeholders and major donors at the Library of Congress.

## **Open Knowledge Foundation**

**January 2013 - April 2013**

### ***OpenGLAM US Coordinator (contractor)***

- Developed programming for OpenGLAM outreach in the United States, including the facilitation and planning of the first OpenGLAM Bootcamp at the University of California, Berkeley. Maintained OpenGLAM website and blog.

## **Smithsonian Institution Archives, Washington D.C.**

**February 2012 - June 2012**

### ***Wikipedian-in-Residence Intern***

- Recipient of 2012 Smithsonian Archives Fellowship with stipend.
- Served as liaison between Smithsonian Archives and the Wikimedia community by developing crowdsourcing programs related to improving coverage of Smithsonian history and women's history from the Archives collections.

## **American Alliance of Museums, Washington D.C.**

**September 2011-January 2012**

### ***Futurism Report Intern***

- Co-developed, designed and wrote the *TrendsWatch 2012* museum futurism report with the Founding Director and the Assistant Director of Research.

**Archives of American Art, Washington D.C.**

**June-October 2011**

***Wikipedian-in-Residence Intern***

- First Wikipedian-in-Residence at the Smithsonian Institution, working with Archives webmaster and digital collections staff to improve online content on Wikipedia related to American art history through internal and external crowdsourcing and outreach.
- Coordinated image contribution of over 200 historical fine art photographs to Wikimedia Commons from the Archives collection.

**National Museum of African American History & Culture, Washington D.C.**

**November 2010-December 2011**

***Research Assistant of Head Curator (contractor)***

- Fine art research services for inaugural exhibition.

**Eiteljorg Museum of American Indians and Western Art, Indianapolis, IN**

**February 2009-June 2010**

***Collections Intern and Museum Store Salesperson***

- Assisted collections care staff with photographic documentation, storage and conservation survey.
- Independently rehoused, documented and curated works by Edward S. Curtis.
- Assisted Registrar with de-installation and packaging of exhibitions.
- Co-curated Native American culture and art galleries with Assistant Curator of Native American Art.
- Part-time employee in museum store, providing sales support and top membership sales.

**National Museum of the American Indian, Washington D.C.**

**June-August 2009**

***Curatorial Research Intern***

- Recipient of 2009 summer internship stipend and housing award.
- Curatorial research assistant to curator of the *Infinity of Nations* exhibition, which included transcription of interviews and research of over 700 objects.

**Colonial Williamsburg, Williamsburg, VA**

**May 2009**

***American Indian Initiative Public History Intern***

- Researched and transcribed primary documents for Native American historical references at Colonial Williamsburg at the John D. Rockefeller Jr. Library.
- Co-hosted delegations of Native American representatives and worked with the Public History Department to develop programming to incorporate the Native story into performances.

**Domont Studio Gallery, Indianapolis, IN**

**March 2007-May 2009**

***Gallery Director***

- Curator, art handler, public relations and sales representative for over 20 contemporary art exhibitions.
- Managed staff of three
- Handled all public relations, press visits, and marketing.
- Oversaw budgets, inventory and sales goals and data reporting.
- Handled national and international travel plans for gallery owner and staff members.
- Distributed artwork samples for contests, exhibition submissions and competitions; maintained calendar for all submission opportunities.

**MAC Cosmetics, Indianapolis, IN**

**October 2004-March 2008**

***Makeup Artist***

- Provided on-site makeup application at retail locations and special events.

- Suggested right combination of products for each client's skin and face.
- Demonstrated proper use and application of products.
- Tracked inventory, managed budgets, and evaluated individual and group performance.
- Created frequent marketing displays based on corporate recommendations.

**Macy's, Indianapolis, IN**  
**December 2002-October 2004**  
**Chanel Beauty Advisor**

- Assisted customers in all aspects of service fulfillment by demonstrating proficient use of proprietary devices and applications.
- Proactively created enhanced shopping experiences through the heightened use of tools, technology and collaboration.
- Partnered with Sales Manager and Counter Manager to identify business driving opportunities and stock needs.
- Developed a repeat-business customer base in order to regularly communicate: upcoming events, new merchandise receipts and product replenishment to increase incremental sales.
- Participated in pre-selling and sales driving events as well as processing of new receipts, damages, testers, and return to vendors.

**Nordstrom, Indianapolis, IN**  
**March 2000-March 2002**  
**Retail Sales - Trend Cosmetics**

- Set and achieved personal sales goals while supporting the goals of the department.
- Greeted customers in a timely, professional, and engaging manner, Initiated service consultations by asking open-ended questions to learn the customer's preferences and needs.
- Provided honest and confident feedback to customers regarding products.
- Built lasting relationships with customers by contacting them to follow up on purchases, suggest new products and invite them to upcoming events.
- Consistently sought trend and product knowledge to act as an expert for the customer.
- Opened new Nordstrom Rewards™ accounts as a means of building customer relationships.
- Worked as a team player to ensure each customer receives the best service possible.
- Built and maintained strong vendor relationships to maximize business results.
- Performed daily department maintenance tasks including stock work, re-merchandising, display, price markdowns, merchandise transfers and light cleaning.

## **Publications**

- Morgan, J. T., Bouterse, S., Walls, H., & Stierch, S. (2013). Tea and sympathy: Crafting positive new user experiences on wikipedia. *Proceedings of the 2013 Conference on Computer Supported Cooperative Work - CSCW '13*, 839-848. doi:10.1145/2441776.2441871

## **Lectures**

- 2018, How To Contribute LGBTQ Content to to Wikipedia, University of Maryland, College Park, MD
- 2013, Writing Women into Wikipedia, University of Oregon, Eugene, OR
- 2013, Keynote: "Can social media save Wikipedia from itself?", Social Media Week, Hamburg, DE
- 2013, Putting the L in GLAM, New Mexico Library Association Annual Meeting, Albuquerque, NM
- 2012, "GLAM Women: You Can Edit!," Museum Computer Network, Seattle, WA
- 2012, "Take Action," OKFest, Helsinki
- 2012, "Engage or Perish," Wikimania 2012, Washington, D.C.
- 2012, "Tea and Sympathy," Wikimania 2012, Washington, D.C.
- 2012, Keynote: "The Visual Experience: Gender and Ways of Seeing," Wikipedia Academy, Berlin

- 2012, Commencement speaker, Columbian College, George Washington University, Washington, D.C.
- 2012, “Lessons from Wikipedians in Residence”, American Association of Museums, Minneapolis
- 2012, “Join the GLAM Revolution”, University of Chile, Santiago
- 2011, “Indigenous GLAMs and Wikimedia,” Museum Computer Network Conference, Atlanta
- 2011, “WikiProject: Public Art,” Wikimania, Haifa, Israel
- 2011, “Indigenous GLAMs and Wikimedia,” Wikimania, Haifa, Israel

## Awards

- 2018, Nominated 2018 American Red Cross of California Northwest Hero for 2017 North Bay Fires
- 2014, Susan B. Miller Fellow, Berkeley Center for New Media, University of California, Berkeley
- 2013, Ada Lovelace Day Hero, the Ada Initiative
- 2012, \$600 scholarship from the Open Knowledge Foundation for OKFest, Helsinki
- 2011, \$200 scholarship from the Wikimedia Foundation for DISH 2011, Rotterdam
- 2011, \$2,000 scholarship from Wikimedia Netherlands for GLAMcamp, Amsterdam
- 2011, \$1,600 scholarship for the Museum Computer Network Conference from Wikimedia Foundation
- 2011, \$800 George Washington University Travel Grant for Wikimania, 2011, Haifa, Israel
- 2011, \$1,800 Wikimania Fellowship travel grant for Wikimania 2011, Haifa, Israel
- 2004, Top 30 Under 30, one of *Nuvo* weekly newspaper’s top 30 community members under 30 years of age.

## Professional organizations

**National Press Club**, member

**Society for Independent Journalists**, member

**George Washington University Alumni Association**, member

## Volunteering

- **Sonoma League of Historic Preservation**
  - Advisory Board
- **Wikimedia District of Columbia**
  - Advisory Board
- **KQED 91.FM Sonoma**
  - Radio show host of 5-7 “Good Vibes at Five” show every Tuesday for nonprofit, volunteer operated radio station.
- **Wikipedia**
  - Wikipedia editor with over 15 years experience and over 300,000 edits and 3,000 new articles created.
  - Has openly licensed and uploaded over 4,000 images to Wikimedia Commons for free use by the public.
- **Cornell Lab for Ornithology**
  - Active volunteer in daily crowdsourced birdwatching reporting. Participant in annual bird counts.
- **Fort Ross Conservancy**
  - Former member of the Board of Directors