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# AMANDA BEASLEY

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## CORE COMPETENCIES

- Strategic Leadership & Team Management
- Operational Excellence
- Audience Engagement & Advocacy
- Preservation Advocacy
- Innovative Program Development
- Diversity, Equity, Accessibility, & Inclusion
- Data-Driven Decision Making
- Experience-Centered Design
- Stakeholder & Community Engagement
- Budgeting & Financial Planning

## SELECTED EXPERIENCE

### VISITORS SERVICES COORDINATOR

MAR 2020-PRESENT    McClung Museum of Natural History and Culture, University of Tennessee, Knoxville, TN

#### **Team Management, Strategic Development, & DEAI Initiatives:**

- Established a visitor-centric strategy, aligning with the museum's mission to increase visitor satisfaction and affinity while fostering a work culture of growth, collaboration, and exploration
- Managed the Visitor Services Department, directly supervising a team of 14 Visitor Service Associates ensuring excellent customer service through training and mentorship, collaboration, and professional development
- Delivered a progressive compensation package for Visitor Service Associates, increasing pay up to 87%, serving multiple benefits from employee retention to the quality and diversity of applicants — this was a personal DEAI milestone contributing to the museum's overall DEAI initiatives
- Advocated for ongoing accessibility improvements to both the physical space and experiences with two recent achievements being the re-designation of two single occupancy restrooms from gendered to gender neutral and the creation of a flexible semi-private room where guests can reflect privately, breastfeed, have time away from sensory input, and more — this work is also part of personal DEAI milestones
- Presented key updates to the Museum Board highlighting museum successes during and after the pandemic and outlining strategies moving forward

#### **Space Design & Engagement Initiatives:**

- Launched the museum's first creative and educational engagement space, Elaine Altman Evans Creative Suite, transforming blank walls into a vibrant room for visitors to create, reflect, respond, and share their experiences, for our educators to facilitate workshops and lead classes, and for community and special events
- Directed engagement content in the Elaine Evans Creative Suite, facilitating connections to the museum's exhibitions and collections through hands-on projects and digital strategies, notably a year-long community guest mural initiative
- Transformed lobby space into a dynamic and functional area for staff, visitors, education, and programming, enhancing the overall visitor experience

**Data Collection & Analytics:**

- Initiated and implemented new data collection protocols, resulting in detailed and comprehensive visitor demographics, measurable museum and exhibition impact, and insightful heat mapping of visitor movement and engagement in the galleries
- Synthesized and provided essential data analytics for the Director, enabling effective communication and presentations to internal and external stakeholders
- Present analysis and reports to make recommendations for exhibition and museum space designs, digital campaigns and online resources, and alterations to policy and processes

**Event & Program Coordination:**

- Effectively collaborated across museum departments to organize up to 20 programs per year, welcoming the museum's visitors, important guests, and key audiences
- Facilitated special event activities, leveraging themes from the museum's collection or exhibitions to strengthen engagement and enjoyment of special events and programs

**Content Design & Display:**

- Designed visually appealing print materials, gallery signage, maps, and digital screen content, fostering a welcoming and cohesive atmosphere while effectively connecting visitors to museum offerings
- Successfully completed the multi-phase Building Signage Project, ensuring the timely and successful implementation of signage improvements to all 3 floors of the building

**Budget & Financial Management:**

- Meticulously managed salary budgets totaling more than \$56,000, while directing the most recent year's actual costs under the projected costs by about 5%
- Administering additional project and operational budgets totaling more than \$23,000 with a zero balance model

**Adaptation & Crisis Management:**

- Developed and executed a comprehensive Public Back-in-Building plan resulting in the safe welcoming of 9,144 visitors in 2021
- Adapted swiftly during the COVID-19 pandemic, engaging museum audiences through creative initiatives relating to the museum's collection and ensuring continued community engagement via both virtual instruction and tangible mailed elements

**MEDIA AMBASSADOR**

SEP 2019-DEC 2019 School of Art, University of Tennessee, Knoxville, TN

**Public Relations, Stakeholder Engagement, & Content Creation:**

- Collaborated with the Communications Specialist to strategize and execute digital media campaigns across Instagram, Facebook, Twitter, and YouTube, highlighting key events within the School of Art to reach key stakeholders, students, Alumni, donors, and supporters
- Actively engaged the student body by sharing firsthand experiences, promoting on-campus activities, and showcasing student accomplishments
- Fostered connections with alumni and university supporters by highlighting current initiatives, events, and student works
- Presented my experience as an Art History and Studio (Sculpture) providing an authentic perspective of the student experience at UTK's School of Art

**COMMUNITY ART CO-COORDINATOR**

SEP 2017-MAY 2019 Community Art Outreach for School of Art, University of Tennessee, Knoxville, TN

### **Program Development, Execution, & DEAL Initiatives in Art:**

- Spearheaded community engagement efforts in Mechanicsville, an underserved community in Knoxville, TN, by designing and executing art projects, fostering a deeper appreciation and understanding of art
- Established long-term strategic goals in collaboration with co-coordinator and faculty, ensuring sustainability and growth of community art initiatives
- Honed grant-writing expertise by sourcing, crafting, and securing funding for community projects, ensuring their successful realization
- Oversaw the execution of notable projects including a library mural that educated participants on Art History, design principles, and collaborative art-making, as well as an interdisciplinary installation that bridged natural science and art through advanced techniques including sustainable printmaking and ceramics

### **TECHNICAL SKILLS**

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| • Database Management - Expert                         | • Adobe Suite - Intermediate  |
| • Customer Relationship Management (CRM) - Proficient  | • Project Management Systems - Proficient/Expert                            |
| • Digital Marketing - Proficient                       | • Virtual Reality/Augmented Reality - Beginner                              |
| • Content Management Systems (CMS) - Proficient/Expert | • Facebook (Meta) & Google Business - Intermediate                          |
| • Microsoft Suite Tools - Proficient/Expert            | • Survey Tools - Proficient/Expert  |
| • Digital Exhibition Platforms - Intermediate          | • User Experience (UX) & User Interface (UI) Design - Beginner/Intermediate |

### **EDUCATION**

BACHELOR OF ARTS IN ART HISTORY & STUDIO ART MAGNA CUM LAUDE – University of Tennessee, Knoxville, TN

### **PROFESSIONAL PRESENTATIONS**

#### **2020**

NATIONAL CONFERENCE ON UNDERGRADUATE RESEARCH PRESENTER, "*Liberty and the Testimony of Swallowed Sun (Monstrance & Volute)*: Martin Puryear's work at the 58th International Art Exhibition of La Biennale di Venezia," Bozeman, MT – (*Art History Thesis #2 Paper Presentation*) March 26-28th, CANCELED DUE TO COVID-19

PITTSBURGH ASIA CONSORTIUM UNDERGRADUATE RESEARCH CONFERENCE, "Genji Monogatari Emaki: Reading the Subtext of Color," Indiana, PA – Hosted by Indiana University of Pennsylvania, (*Continued Research for Art History Thesis #1 Paper Presentation*) February 29th

#### **2019**

MSA CONFAB, "*Sketch of a Memoir*," Artist Talk, Chattanooga, TN – October 5th

2018

SECAC, UNDERGRADUATE ART HISTORY PANEL SPEAKER, "Genji Monogatari Emaki: Reading the Subtext," Birmingham, AL – (*Art History Thesis #1 Paper Presentation*) October 18th  
EURECA, University of Tennessee, Knoxville, TN – (*Art History Research Presentation*) April 16th

## GUEST PRESENTATIONS

2023

"Come Explore Arts & Sciences!" Knoxville, TN – An alumni panel discussing our time at the University of Tennessee, the resources that we used (or wish we had used), and how it has impacted our careers. (*Invited by Brittany Hunt-Woods, Assistant Director of the College of Arts & Sciences Advising*) April 29th

"Engaging Visitors @ the McClung," Knoxville, TN – A presentation to the Museum Studies Interns about our mission at the McClung, the key role Visitor Services plays in engaging and connecting guests to this mission, and how the landscape has changed since COVID. (*Invited by Katy Malone, Curator of Academic Programs at the McClung Museum of Natural History and Culture*) February 3rd

2022

"Building Visitor Services @ the McClung," Knoxville, TN – A presentation to the Museum Studies Interns about visitor data gathering, service philosophies, and general key components to creating the Visitor Services Department at the McClung Museum. (*Invited by Katy Malone, Curator of Academic Programs at the McClung Museum of Natural History and Culture*) February 4th

2020

"My Job Search Strategizes & Philosophies," Knoxville, TN – A presentation to the Museum Studies Interns about how I used my college experiences to showcase my skills, what I found to be important while searching for the right job, and how I approached the application and interview processes. (*Invited by Katy Malone, Curator of Academic Programs at the McClung Museum of Natural History and Culture*) April 17th

2019

BEGINNING SCULPTURE CLASS, "Sketch of a Memoir," Knoxville, TN – Artist Talk. (*Invited by John Powers, Associate Professor of Sculpture/4D Art in the School of Art at the University of Tennessee, Knoxville*) September 18th

## MENTORING

Over the years, I have embraced roles that foster growth, nurture talent, and champion academic and professional development. My experience as a mentor, ranging from academic environments to the museum sector, underscores my commitment to supporting a culture of continuous learning, diversity, and support. These roles have equipped me with the skills to lead with empathy, designed personalized growth opportunities, and build strong, collaborative teams.

### UT HONORS & SCHOLARS INTERNSHIP

AUG 2022-DEC 2022, McClung Museum

- Employed inquiry-based learning techniques, aligning with professional skill development objectives such as ethical data collection, analysis, report drafting, and presenting outcomes to key museum staff and stakeholders

### MUSEUM STUDIES INTERNSHIP

JAN 2022-PRESENT, McClung Museum

- Guided students through project-based assignments over the semester, focusing on acquiring professional museum experience, particularly in addressing visitor service inquiries and challenges
- Incorporated skill assessment into the program, culminating in results presentations to peers and museum staff

### UT PROMISE MENTOR

AUG 2020-PRESENT UT Promise, University of Tennessee, Knoxville, TN

- Mentored students throughout their academic journey, assisting with academic progress, goal-setting, and scholarship retention
- Actively connected mentees with academic and professional resources, fostering a supportive community through networking with other mentors and mentees in the program

### PEER MENTOR

AUG 2018-MAY 2019 School of Art, University of Tennessee, Knoxville, TN

- Advised first-year students, providing guidance on both academic and personal goals
- Took the initiative in organizing and leading Peer Mentor programs for the School of Art

## SELECTED EXHIBITIONS

### 2019

SCULPTURE CLUBBY III, Gallery 1010, Knoxville, TN – (*Curator & Designer*) November 8-10

MSA CONFAB, DIANNE KOMMINISK MSA SCHOLARSHIP EXHIBITION, VERSA Gallery, Chattanooga, TN – (*Group*) October 4-6

COMP TIME: UTK STAFF ARTISTS, Gallery 1010, Knoxville, TN – (*Curator & Designer*) April 5-7

THE LEFT BEHIND, Gallery 1010, Knoxville, TN – (*Solo*) March 1-3

## SELECTED AWARDS

2019

DIANNE KOMMINISK MSA SCHOLARSHIP FOR OUTSTANDING ACHIEVEMENT, Mid-South Sculpture Alliance – \$1000

JOSEPH DELANEY UNDERGRADUATE SCHOLARSHIP, University of Tennessee, Knoxville, TN – \$2000, *Sculpture Scholarship (Jurors: School of Art Faculty, University of Tennessee)*

2018

JOSEPH DELANEY SCHOLARSHIP, University of Tennessee, Knoxville, TN – \$1700, *Art History Scholarship (Jurors: School of Art Faculty, University of Tennessee)*

71ST ANNUAL STUDENT ART AND ART HISTORY COMPETITION, University of Tennessee, Knoxville, TN – Honorable Mention in Art History Long Paper (*Juror: Dr. Luis Pelaez, Assistant Professor of Art History, University of California, Fresno*)

## GRANTS

2023

COMMUNITY AGENCY GRANT, City of Knoxville, TN – \$6500, *(PI for McClung Museum) –This grant funded staffing costs to expand our public programs, especially for weekends and after-hours events from July 2023 through June 2024.*

2022

COMMUNITY AGENCY GRANT, City of Knoxville, TN – \$6500, *(PI for McClung Museum) –This grant funded costs to re-open the museum on Sundays from July 2022 through June 2023.*

2018

COMMUNITY ENGAGEMENT INCENTIVE GRANT, Office of Community Engagement & Outreach, University of Tennessee, Knoxville, TN – \$2000, *(co-writer–written for projects at Maynard Elementary)*

## MEDIA

2021

"SEMC ONES TO WATCH," Southeastern Museums Conference e-Newsletter, recognized as a resilient and nimble up and coming museum professional, nominated by McClung Museum teammates – April 19th (Web Newsletter)

2020

"MINI-EMBROIDERY TUTORIAL", Alumni at Home Campaign, University of Tennessee, Knoxville, TN (Facebook: <https://fb.watch/bHdQ7N63sk/>)

"RECORD NUMBER OF STUDENTS REPRESENTED AT NCUR", School of Art, University of Tennessee, Knoxville, TN (Website: <https://art.utk.edu/2020-ncur/>)

2019

HIGHER GROUND, Arts & Sciences 2018 Annual Report, University of Tennessee,  
Knoxville, TN – Quoted on page 8 (Print)