

# Daniel Clauser

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## EXPERIENCE

### **REN Gallery, Los Angeles – Senior Gallery Manager/Design Consultant**

October 2016 - PRESENT

- Representing mid-career and emerging Downtown Los Angeles artists and promoting sales by curating their work to a varied and eclectic base of informed investors.
- Executing operational event and exhibition functions including: planning, high-level staffing and securing financing for numerous art fairs, public exhibitions, and private events throughout the year.
- Developing and executing innovative social media and email marketing strategies to exponentially grow direct relationships, and metered online/email engagement that directly translates into increased gallery sales and event attendance.
- Executing the essential daily online and physical inventory management, shipping, and marketing/PR/asset creation necessary to maximizing operations and client satisfaction.

### **MASH Gallery, West Hollywood – Gallery Assistant/Marketing Manager**

October 2022, (Contract)

- Creating and distributing press and marketing press kits with press releases, media alerts, flyers, high-resolution images and supplementary information calibrated for art publications, influencers, interior designers, and art critics.
- Designing, copywriting, and distributing email marketing blasts promoting upcoming events, services, and exhibition openings to finely-targeted audiences via Mailchimp.
- Writing blogs on featured artists highlighting work to-be-exhibited at upcoming openings.
- Day-to-day correspondence with artists, collaborators, logistical shipping providers in regards to securing consignment agreements, receiving artwork, curatorial direction, and maintaining essential in-person routine gallery functions.
- Updating exhibition information via our website hosted on Artlogic and our personal Artsy page.
- Calendaring upcoming events and exhibition openings on Los Angeles events calendars.

### **Modern Multiples, Los Angeles – Fine Art Print Shop Apprentice/Inventory Management**

February 2022 - August 2022

- Assisting in day-to-day upkeep, handling, and hands-on assisting in the manufacturing and storage of fine art serigraph and giclée reproductions.
- Managing Shopify CMS inventory of web store, including photography, photo editing/asset creation, file management, and logistical data for shipping and archival of purchased works.
- Creating and establishing a database of product inventory and storage of rare and limited works of art owned and created by blue chip and historically significant members of the Chicano Arts Movement.

*Relevant essential technical skills and education detailed on the next page.*

## TECHNICAL SKILLS

Essentials	Marketing	Industry-Specific
Google Suite: Gmail, Docs, Sheets, Slides, Forms	Mailchimp	Artsy page management
MS Office: Word, Excel, Powerpoint, Outlook	Constant Contact	Artlogic CMS management
Apple iWork Suite: Pages, Numbers, Keynote	Cision/PR Web	Wordpress CMS management
Zoom/Google Meet	SMS marketing	Shopify store management
Monday.com project management software	<b>Graphic Design</b> Adobe Suite: Photoshop, Illustrator, InDesign	FedEx/UPS/DHL/LTL logistical Experience
	Canva	Art handling, storage, and general installation
		Knowledge of art history, local and contemporary artists/movements

## EDUCATION

**California State University, Fullerton** — *BA Public Relations and Radio, TV, Film*

August 2004 - June 2010

**The Los Angeles Recording School, Hollywood** — *Certificate in Audio Engineering  
and Post Production*

August 2005 - June 2006