

## **SHANNON MCDONALD – CURRICULUM VITAE**

### **POP SHOP UNIVERSE**

[popshopuniverse@gmail.com](mailto:popshopuniverse@gmail.com)

### **SHOP**

- Faire Wholesale Seller- 2023-Current
- Etsy Seller- 2008-2022
- Etsy Wholesale Seller- 2014-2018

### **EDUCATION**

- University of Massachusetts – Dartmouth, Bachelor of Fine Arts, Cum Laude, 2004  
Major: Photographic/Electronic Imaging  
Focus: Women's Studies

### **ART RELATED WORK EXPERIENCE**

#### Etsy Seller, 2008-2022

- Developed business from ground up including creating pricing structures, generated new listings, reconciled sales, and created custom orders
- Expanded business from original art to include clothing, accessories, and home décor
- Consistent 5-star seller on Etsy
- Recruited to Etsy Wholesale Program via Boston inaugural event in 2014
- Created original artwork and expanded wholesale business to include 30 shops nationally and internationally
- Ensured all customers were happy with items purchased and created environment for repeat customer transactions
- Promoted shop on social media platforms to maximize brand identity and generate revenue
- Set up booths at various curated vendor fairs to sell and promote work

#### Office Manager, Panopticon Imaging & Panopticon Gallery, 2012-2018

- Responsible for staff (PT, FT, Interns & Seasonal) interviews, hiring, reviews and ongoing oversight of job performances
- Managed office's Account Payable / Accounts Receivable, Health Insurance, 401K contributions/compliance and Payroll for busy small business
- Established and cultivated partnerships with domestic vendors and negotiation of prices
- Worked with national and international clients in China, Germany, Hong Kong, Iceland, Spain, Vietnam ect.
- Managed social media accounts and handle advertising while maintaining consistency within company brand
- Organized large scale production projects and delivery schedules
- Coordinated day to day management with Gallery Director of Panopticon Gallery

Gallery Director, Panopticon Gallery of Photography, Boston, MA, 2005-2009

- Provided administrative support to Founder/CEO
- Responsible for AP/AR for gallery using Quick Books
- Created and managed art collector database, initiated pricing, work orders, and invoices
- Registrar for the collection of photographers Bradford Washburn and Ernest C. Withers
- Completed inventory reconciliation for the Withers Collection, which holds 3,200 prints
- Prepared print loan agreement for national and international exhibitions including but not limited to Boston Museum of Science, Fondation Cartier (Paris, France) and the Smithsonian Museum (Washington, D.C.)
- Attended and managed yearly trade shows contracts, travel arrangements and shipment of artwork to shows in Atlanta, Boston, Los Angeles and New York City
- Handled all correspondence with the 30-35 national and international photographers on current photographic endeavors, pricing revisions and portfolio reviews.
- Responsible for HR functions such as interviewing/hiring interns and co-op students

Curatorial Assistant, Photographic Resource Center at Boston University, Boston, MA (2004-2005)

- Provided administrative support Director, Curator and Programs Coordinator
- Assisted in installation and de-installation of exhibitions with the Curator, including preparing condition reports, handling, and shipping of artwork.
- Handled and prepared condition reports for the traveling show “INNOVATION/IMAGINATION: 50 Years of Polaroid Photography” which contained 108 framed photographs and “There is no Eye: Photographs by John Cohen” which contained 133 framed photographs.
- Updated member database, coordinated large-scale mailings, and cataloged all digital entries for 2005 Members’ Exhibition.
- Aids with special events, including Annual Benefit Auction, Members Exhibition and gallery openings as well as assisted in the facilitation of artists’ workshops

**EXHIBITIONS**

- Art in the Park, Chatham Chamber of Commerce, Chatham, MA 2023
- Chocolate Sparrow, Pop Up Exhibition, Orleans, MA, 2023
- Rockland Memorial Library, Rockland, MA 2017
- Shannon McDonald & Stephen Jiranek, South Shore Music Conservatory, 2017
- Outside the Lines, South Shore Arts Center, Cohasset, MA 2016
- Winter Holiday Exhibit, Trescott Gallery, Taunton, MA 2015
- Group Show, James Library & Center for the Arts, Norwell, MA 2015
- Artist Invitational, Laura’s Center for the Arts, Hanover, MA 2015
- SNAC Group Show, Zeitgeist Gallery, Beverly, MA 2015
- Art in Season, Trescott Street Gallery, Taunton, MA 2014
- Hunter Gatherer, U.G.L.Y Gallery, New Bedford, MA 2014
- W-O-R-D-P-L-A-Y, Panopticon Gallery, Boston, MA 2014

- Love Shack, Juried by Bill Kouwenhoven, Nave Gallery, Somerville, MA 2014
- Small Works, 4th Floor Gallery, Rockland, MA 2013
- En Masse, RAW Boston, Boston, MA 2013
- Duality, South Shore YMCA Fine and Performing Arts Center, Hanover, MA, 2013
- Blue Ribbon Members Show, South Shore Arts Center, Cohasset, MA, 2013
- Members Exhibition, Festival on the Commons at the South Shore Art Center, Cohasset, MA, 2013
- 4TH Floor Artists Members Photography Exhibition, 4th Floor Gallery, Rockland, MA 2013
- Dark Arts, Pop up Gallery- Big Collage, Yarmouth Port, MA, 2012

## **PUBLICATIONS**

- Life and Work with Shannon McDonald, Boston Voyager, April 30, 2018  
<http://bostonvoyager.com/interview/life-work-shannon-mcdonald/>
- Spelling things out, Photographically, Review by Mark Feeney, Boston Globe, April 7, 2014  
<http://www.bostonglobe.com/arts/theater-art/2014/04/06/panopticon-spelling-things-out-photographically/CZBOalw7n1BI0NQrcGE0wO/story.html>
- What will you remember? A photography Blog by Elin Spring, 2014  
<http://elinspringphotography.com/blog/wordplay-at-panopticon/>
- The Moon from my attic - Blog, 2014  
<http://creativeconceptsdesignstudio.blogspot.com/2014/02/artists-artisans-and-crafts-people.html>

## **CURATED CRAFT SHOWS**

- Boston Handmade Market- Somerville, MA
- Christina's House Fundraiser- Springfield, MA
- Live, Love, Local- Hyannis, MA
- Snow Farm Second's Sale- Williamsburg, MA
- Start at the Station- Worcester, MA
- Start on the Street, Worcester, MA
- SOWA Market- Boston, MA
- Vintage Bazaar- Salisbury, MA
- Wicked Local Etsy Show- Plymouth, MA

## **MEMBERSHIPS**

- Member, Provincetown Art Association and Museum 2022-Current
- Curated Member & Gallery Artist, South Shore Arts Center, Cohasset, MA 2015-2018
- Curated Member, Southern New England Artist Community (SNAC) 2015-2016
- Curated Member, Boston Handmade, 2014-2015
- Member, Fourth Floor Artists, 2004-2018

## **GUEST JUROR**

- Flash Forward Student Portfolio Walk, Gallery Kayafas, Boston, MA 2015
- Vendor Submissions, Festival on the Commons, Cohasset, MA 2014
- Critical Mass at Photo Lucida, Portland, OR, 2008
- Portfolio Review, Photographic Resource Center, Boston, MA, 2008
- Festival on the Common, South Shore Arts Center, Scituate, MA, 2007
- Portfolio Review Day, Griffin Museum of Photography, Winchester, MA, 2007
- Industry Networking Day, New England School of Photography, Boston, MA, 2006
- Annual Juried "Elements, Panopticon Gallery, Waltham, MA, 2006

## **TRADE SHOWS**

### *Acted as Coordinator & Representative*

- Boston International Fine Art Show, Boston, MA, 2008
- National Black Fine Art Show, New York City, NY, 2005-2008
- AD 20/21, Boston, MA, 2007
- American Association of Museums, Boston, MA, 2006
- New England Museum Association, Boston, MA, 2005

## **WORKSHOPS**

### *Coordinator/Facilitator*

- Old vs. New: Collecting Opportunities in Photography Today w/ Andy Grundberg, Panopticon Gallery, 2008
- Understanding Photographic Process, Panopticon Gallery, 2008
- Collecting and Looking at Photographs, Panopticon Gallery, 2007
- Remade, Recycled, Reconfigured Workshop with Jesseca Ferguson, Photographic Resource Center, 2005

### *Attendee*

- Alchemy of the Brushstroke, PAAM, Provincetown, MA 2022
- Intro to Silk-screening with Sarah Coyne, Eliot School of Fine & Applied Arts, 2018
- Intro/ Intermediate Pottery, Local Pottery, Norwell, MA 2016
- The Passionate Eye: Collectors, Curators and Critics on Collecting Photography, Aperture Foundation, New York, NY, 2006
- Life Drawing, South Shore Arts Center, Cohasset, MA 2000

## **WHOLESALE ACCOUNTS**

*2014-2018 via Etsy Wholesale*

## **NATIONAL**

- Adorn, East Orleans, MA
- Amanda Deer Jewelry, Austin, TX
- Artisan Center, Denver, CO
- B-Buckled, Needham, MA
- Black Cow Coffee, Croton-On-Hudson, NY
- Blue Lime, Wilmington, NC
- Boston Tea Room, Ferndale, MI
- Ciao Bella, Madison, CT
- Craft Foundry, Philadelphia, PA
- Crose Nest Apothecary, Lowell, MA
- Evelyn Jane Boutique, Downers Grove, IL
- Hip & Chicks Organiks, Santa Cruz, CA
- Jacaranda Gift Shop, Coppell, TX
- La Luce, Miami, FL
- Local Pottery, Norwell, MA
- October, Inc, Providence, RI
- Philomena + Ruth, Waterloo, IL
- Simplicity in Mind, West Palm Beach, FL
- Sparkle & Shine Darling, Miami, FL
- Sumac Trading Company, Duncan, OK
- Teak & Soxy, Sheboygan, WI
- The Boutique on Stonelake, Austin, TX
- The Codfish Cowboy, Long Beach, NY
- The Gypsy Wagon, Dallas, TX
- Love, Live, Local, Hyannis, MA
- The Ruffly Rose, Denver, CO
- The Valley, Fort Smith, AK
- Verdant Matter, Chicago, IL
- Wicked Peacock, Rockport, MA
- Witch City Wicks, Salem, MA

#### **INTERNATIONAL**

- Milk & Honey, Melbourne, Australia,
- Curiosa & Co, Ghent, Belgium