

# FRANCESCA MAY RAMSAY

ARTS WRITER, EDITOR & DESIGNER

## CONTACT

[francesca.ramsay@gmail.com](mailto:francesca.ramsay@gmail.com)

[www.francescaramsay.co.uk](http://www.francescaramsay.co.uk)

07706 606 746

## ABOUT

Working at the interface between art & the public. As writer, gallery guide, tutor and designer, I am adept at transforming complex ideas & academic jargon into something both accessible & entertaining.

---

## EDUCATION

### THE WARBURG INSTITUTE (2014-2015)

MA: *Art History, Curatorship & Renaissance Culture* (taught in collaboration with the National Gallery)

### DISTINCTION

### UNIVERSITY OF GLASGOW (2009-2013)

BA: *Art History & Classics*

2:1

---

## EXPERIENCE

### ARTS WRITER, EDITOR & DESIGNER

#### Self-employed

*(September 2020 - present)*

- Artist statement development.
- Writing, editing and proofreading exhibitions catalogues and press releases.
- Academic writing; cataloguing services; picture research.
- Adobe InDesign: producing high quality exhibition e-catalogues.
- Recent clients include [The Table Gallery](#) (Hay on Wye); [Byard Art](#) (Cambridge); [Urbs Travel](#) (London); [On Papur](#) (online).

### GALLERY ASSISTANT MANAGER

[Byard Art](#), Cambridge

*(Oct 2019 – Aug 2020)*

- Writer and editor of all gallery literature and Mailchimp mailouts to clients. Including writing advertising copy and press releases for local magazines including *Velvet & Cambridge Edition*, as well as being interviewed for BBC Cambridge radio.
- Cataloguing works using ArtScene software.
- Instigator & designer of Adobe InDesign exhibition catalogues, more than doubling usual online art sales between March and June 2020.
- Social media management: Instagram; Facebook; Pinterest; Twitter.
- Wordpress website management. Including website design, updates and SEO management.

- Administration and management of the gallery stand at the spring & autumn edition of the Affordable Art Fair. In charge of our fair budget in the lead up to the fair, and the expenses procured in its duration.

### PUBLICITY, MARKETING & EVENTS MANAGER

[The Isis Farmhouse](#), Oxford

*(June 2018 - July 2019)*

- Management of a rotating team of up to twenty members of staff in the running of weddings, music festivals and events.
- In charge of all weddings and events- from the planning stage to management of their delivery on the day. During the summer of 2019 we held up to three weddings every weekend and at last one event every day.
- Setting up spaces and equipment for events; ordering stock.
- Responsible for all written and radio marketing of the venue and its events, including Mailchimp mailouts, poster design, social media and website.
- Wordpress website management.

### HISTORY OF ART TEACHER

[Oxbridge Academic Programs: The Oxford Tradition](#)

*(Fixed-term: July- Aug 2018)*

- Designing academic syllabuses- researching, writing and teaching on the purpose of art.
- Worked to a budget in organising trips and booking speakers.

- Taught two small classes to a diverse range of international students aged between 13 and 18.
- Responsibilities included preparing and delivering slide-led lectures six days a week, leading creative sessions in museums and historic sites, and writing student reports.
- Success in teaching role led to further employment leading city and museum tours of around fifteen to twenty children, as well as being asked to lead a week-long cultural tour to Paris.

### MARKETING COORDINATOR

#### [Tandem Festival](#), Oxford

*(Fixed-term: May - July 2018)*

- Marketing an administrative coordination for a small eco-music festival.
- Copy and content writing for a number of publications, including the Oxford Mail and Nightshift Magazine.
- Creating Mailchimp mailouts for a mailing list of over 3000.
- Working collaboratively with a group of volunteers in the lead-up to the festival, and as part of the onsite team.
- Doubled festival footfall from 2017 through social media and promotional management.
- Managed work objectives with a tight budget.

### CATALOGUER & SALES STAFF

#### [Sanders of Oxford, Antique Prints & Maps](#), Oxford

*(Fixed-term: Feb - June 2018; Sept - Dec 2016)*

- Research and cataloguing of rare prints and maps in a commercial gallery. Using the Bookseller software.
- Sales, framing and photography of all stock for the website and social media.
- Accounts and finances.

### HEAD OF FINE ART

#### [Dawson's Auctions](#), London & Maidenhead

*(Jan 2017 - Feb 2018)*

- Established and managed the fine art department of a new auction house.
- Worked collaboratively within a small team of seven in what was often a high-pressure environment.
- Specialised in the valuation and cataloguing of paintings and works on paper, as well as in general valuations.
- Wrote sales reports, advertising copy and website blog.

### WESTERN ARTS PRINT ROOM INTERN

#### [Ashmolean Museum](#), Oxford

*(Fixed-term: June-Sept 2016)*

- Contributor to the on-going project of making the collection accesable online.

- Took the opportunity here to better understand the museum's learning programme and engagement with the wider and local community.
- Responsible for the research and cataloguing a collection of prints on the theme of the Devil and the inferno. Work catalogued accesable online.
- Trained to use the MuseumPlus cataloguing database and in object handling.

### TOUR GUIDE

#### [The Royal Albert Hall](#), London

*(March 2015 - March 2016)*

- Developed and delivered historical tours to groups of different sizes (from one-on-one to thirty), ages and cultures, developing excellent communication skills.
- Though working independently, I was part of a team of around twenty guides. We all depended on each other for the success of the tight daily schedule.

### MUSEUM INTERN & TOUR GUIDE

#### [The Peggy Guggenheim Collection](#), Venice

*(Fixed-term: April - July 2014)*

- Contributed to all aspects of the daily organisation of the museum and safe-guarding of the collection.
- Gained excellent teamwork skills, working successfully in a team of forty other interns, as well as the small permanent team, to ensure the smooth running of the museum.
- Promoted to tour guide within the first month of the internship.

### TOUR GUIDE & VOLUNTEER MANAGER

#### [Croft Castle \(National Trust\)](#), Ludlow

*(Fixed-term: May - Oct 2013)*

- Responsible for researching, writing and presenting historical tours to large groups of visitors at a National Trust property.
- Research undertaken fed directly into the organisation's knowledge of the property and family.

---

### SKILLS & TRAINING

- Arts Marketing Association 2020 Digital Lab graduate
- Adobe & Microsoft Office expertise.
- Ability to use museum cataloguing databases.
- Confident using various social media platforms & updating websites.
- Full driving licence.

**References available on request**