



# ALLY BARRIOS

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## SUMMARY

Entrepreneurial Artist highly skilled in creating unique illustrations, mixed media pieces and paintings utilizing variety of innovative methods. Demonstrated formulating strategic advertising campaigns combining grassroots marketing and social media to promote artistic services and artists in community.

## SKILLS

- Traditional Fine Art Skills
- Media Master Professional
- Studio Management
- Art Exhibitions
- Pre-Design Consulting
- Mural and Scenic Art Creation
- Cross-Functional Collaboration
- Art Composition
- Visual Product Development
- Supervision & Leadership

## EXPERIENCE

**Freelance Artist** / Self - San Antonio, TX

*01/2012 - Current*

- Participated in art exhibition in Texas
- Met with commission clients to gain agreement on artistic project goals, parameters and financial considerations.
- Selected materials for use based on strength, color and texture.
- Drew concepts and illustrations for presentation and development purposes.

**Owner/Operator** / Ritual Art Gallery - San Antonio, TX

*02/2015 - 12/2015*

- Promoted business on social media platforms to maximize brand identity and generate revenue.
- Led startup and creation of operational procedures and workflow planning.
- Oversaw project execution, phase progress, workmanship and team performance to drive on-time completion of deliverables.
- Negotiated with vendors to gain optimal pricing on products resulting in substantial increase in profit margin.

## ACCOMPLISHMENTS

- Mentored and coached 20 students from SWJU
- Collaborated with local artist Rudy Herrera to create murals at Paper Tiger and Rumble
- Consistently maintained high customer satisfaction ratings.
- Featured in San Antonio Current for Critics Pick-Best Local Venue.
- Developed a relationship with local businesses to hold an events for upcoming artist exhibitions
- Featured in Sweet Peach Art Exhibition in 2012 and 2014.

## EDUCATION AND TRAINING

**Some College (No Degree):** Art History, Criticism, And Conservation

## **ACTIVITIES AND HONORS**

- Member, Small Business Association (2008 - present)