Young Alumni Network Webinar

Artist as a Brand

Presented by:
Sonya Sparks ’05
Owner/curator, Sparks Gallery
USD Webinar
Artist as a Brand

What happens once you graduate with an art degree?
What companies and galleries should you approach?
How do you get your name out in the art world?
What’s next?
Sonya (Wilson) Sparks ’05 is the owner and chief curator of the Sparks Gallery in San Diego’s Historic Gaslamp District.

At USD, she majored in Business Administration and minored in art.

She worked as the lead Information Technology Manager and SEO strategist for a small company for 8 years (Social Media, Web Development, Online Marketing), before opening the Sparks Gallery.
Artist as a Brand

- Online presence
- Local resources
- Personal engagement
- Advice
Online Presence

Present your artwork online in a format that is easily accessible by galleries, museums, and collectors

• Web Site
• CV
• Artist Statement
• Google Search

Online tools

• Social Media
• Newsletter
• Press Releases
Local Resources

Local organizations can help launch your career

Where to look

- Local opportunities
- Galleries & organizations
- Research! Ask questions
- Don’t be afraid to branch out to other cities
Personal Engagement

Networking, outreach, connections, and goals - your "brand" is your presence.

Connecting and Networking

• Attend events
• Wear appropriate attire
• Have a goal in mind
Advice

Get a plan together for your career ahead – tips

• Know who you are as an artist – what category your art falls under
• Know your customer – are you selling or marketing to a certain type of person? If you were that person, what would encourage you to buy?
• Be wise before making the leap
• Learn who to talk to for the best opportunities - research
• Use your USD connections
• Start now
• It doesn’t hurt to ask: sonya@sparksgallery.com
The Young Alumni Network Programming Committee would like to extend a special vote of gratitude to our presenter Sonya.

**Upcoming Events**

**Boston Alumni Happy Hour**
Date: October 23, 2014
Time: 6:00 PM to 8:00 PM
Hosted by the Boston Alumni Chapter and USD’s School of Law

**USD Happy Hour in Tampa**
Date: October 29, 2014
Time: 5:00 PM to 8:00 PM
Hosted by the USD Alumni Association

**USD Luncheon in Ft. Lauderdale**
Date: October 30, 2014
Time: 12:00 PM to 1:30 PM
Hosted by the USD Alumni Association