



Adam Rakestraw, M.A.

PROFESSIONAL SKILLS

BUSINESS ANALYST

- CRM INSTALL & MANAGEMENT
 - SALESFORCE
 - MICROSOFT EXCEL
- PROJECT EVALUATIONS, KPI, & METRICS DESIGN
- SQL & R STUDIOS (IN TRAINING)
- DATA MANAGEMENT

ADMINISTRATION

- FINANCE & BUDGETING
 - QUICKBOOKS
- DONOR TRACKING
- ORGANIZATIONAL AND EMPLOYEE AUDITS
- PUBLIC SURVEYING
- ECONOMIC IMPACT QOL STUDIES

COMMUNITY OUTREACH

- PUBLIC SURVEYING
 - MAILCHIMP
- DEMOGRAPHIC TRACKING
- PROJECT MANAGEMENT
- DEI TRAINED
- PLACEMAKING & PUBLIC ART MANAGEMENT

EDUCATION & CERTIFICATION

2023 - CURRENT - HAMLINE UNIVERSITY

School of Business, ST. PAUL, MN

Masters of Science, Business Analytics

2021 - UNIVERSITY OF PENNSYLVANIA (UPenn) -

School of Social Policy & Practice, Philadelphia, PA

Executive Certificate in Arts & Culture Strategy

2017 - UTRECHT UNIVERSITY (UU)

School of Humanities, UTRECHT, NETHERLANDS

Masters of Arts, Theories of Art and Society

2015 - University of Southern Indiana (USI)

Evansville, IN

Bachelor of Science, Studio Art - Sculpture

Bachelor of Science, Cultural Anthropology

Minor, Art History

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Twin Cities, MN

ABOUT ME

BUSINESS ANALYST & DATA MANAGER

A decade of experience in the nonprofit sector, my professional skills have always been focused on administration, project management, and community outreach. Since starting my second graduate degree, my role has been shifting toward business analyst and data manager. Previous administrative work has included CRM donor tracking, building databases via Excel, and both quantitative and qualitative research. My pedagogical skills continue to grow with recently earning an executive certification in managerial strategies in nonprofit management; and increasing my analyst knowledge into learning SQL and RStudios programming.

WORKING EXPERIENCE

2022 - present

North Suburban Center for the Arts (NSCA) Board of Directors

Currently I serve as the secretary for the board. My role is to ensure quality communication and accurate filing for all members. Secondly, I have wrote updated bylaw policy. Too, I serve on the finance and nomination committees where I review annual budget and participate in the hiring of new directors.

NSCA has served the northern Twin Cities metro since 1979. Directly located in Fridley, MN, NSCA is a 501©3 grassroots, women-led nonprofit. Their vision is to create a place for creatives to gather while filling a crucial gap for fostering community through engagement with the all forms of the arts.

2020 - 2021

OUTDOOR EVOLUTION MEDIA INC Administration & Project Management

Increased online presence through diversifying social media platforms, newsletters (Mailchimp), and contributor tracking (excel). Separately, my responsibilities include admin for payroll (Quickbooks), employee HR, and donor management

Located in Flagstaff, Arizona, OE an onlinepublication and media company produce creative content for the outdoor recreation community (<https://theoutdoorevolution.com/>)

2018 - 2019

BIG CAR COLLABORATIVE Placemaker & Researcher in Residence

Tracked and evaluated data on all creative programming and community engagement. Directed "The Lockerbie Story Project" and the "Garfield Park Social Engagement Survey"

Big Car Collaborative is a 503©(3) arts nonprofit located in the Garfield Park area. Big Car's mission is implement high-quality socially engaged art projects and programs in public space (<https://www.bigcar.org/>)

2018 - 2019

EURART THINK-TANK Project Researcher

Consulted on research that evaluated the recognition and inclusive access for art activist in European art and cultural policy

EUrArt is a working group in Amsterdam focused on European art and policy in collaboration with the European Commission. EUrArt's aims are to transcend national boundaries by challenging present paradigms in the European art sector (<https://esthinktank.com/working-groups/eurart/>)

2017 - 2018

MONNIK FUTURE STUDIO Content Producer

Participated in the Scenario Room for a Zero Footprint Campus initiative at Utrecht University Worked on copywriting, trend research, and publishing for Monnik's creative content

Monnik is a futurist and consultancy studio located in North Amsterdam. It mission is to create creative content based around scifi trendsetting. (<https://www.monnik.org/>)



CREATIVE PROJECTS

2018 - Production and Research: Garfield Park Social Engagement Survey

This research survey analyzed social markers in the Garfield Park neighborhood, Indianapolis. The purpose of this research project was to better understand the overall social connectivity within the neighborhood. The survey analyzed the social bonds - connection and recognition between neighbor's perception of the neighborhood's infrastructure, safety, sociability and engagement to the Arts and parks. The survey initially tested for community social bonds, access, and attachment.

2018 - Creative Placemaking: The Lockerbie Storytelling Project

The Lockerbie Story Project is a continuous fictional story made from the imagination of individuals and a Royal Epoch typewriter in public space. The project sought to reanimate the art of storytelling by asking participants to imagine, world-build, and write! Rather it is only a line or a paragraph, each participant sets the next scenario, describes the situations, or just rambles on by reading the previous lines.

2017 - Production Assistant: Scenario Machine Master Class

A workshop installation developed by Monnik, a studio dedicated to developing future scenarios for the Utrecht Science Park. With the Scenario Machine Monnik gives a Science Fiction Masterclass in which the participants are given a historical-futuristic frame of mind, with which they can think and build a possible future for themselves

2016 - Production Assistant: Day of Arts Philanthropy Production

This project was in collaboration with Renée Steenbergen, research fellow Mecenaat at Universiteit Utrecht and the Dutch foundation Geef om Nederlands Cultuur organise. The symposium was a dialogue on public and private roles in arts funding, pioneering research, and motives of arts philanthropy.



PUBLICATIONS

[True Americana: Illustrations of the Pacific Crest Trail \(2019\). Outdoor Evolution](#)



[Going Post-Soil \(2017\). Studio Monnik](#)

