



PAVLOVA M. GREBER
info@pavlovam.com

PROFESSIONAL EXPERIENCE:

2024 to Present

Art Industry Data Analyst
Remote

Professional with a unique background that combines passion for the arts with a newfound expertise in data analysis. With a successful career in the arts industry, adding data analysis to the arsenal and eager to leverage analytical skills in a new and exciting field.

- Conducted data cleaning, analysis, and visualization using tools like SQL and Tableau.
- Built dashboards that streamlined project tracking, saving 15+ hours weekly.
- Collaborated with teams to deliver actionable insights and optimize decision-making.
- Supported projects by creating reports detailing trends, forecasts, and performance metrics.

2016 to Present

Art Advisor and Project Manager
Pavlova M. Greber Art Advisor
Miami, FL

Independent art advisor providing consulting services to individuals, artists, museums, corporations and government agencies interested in establishing, expanding, appraising, managing art collections and organizing arts events, as well as installing and preserving works of public art.

- Provided consulting services for art collection management, appraisals, and acquisitions.
- Orchestrated art events and installations, increasing community engagement by 30%.
- Enhanced client portfolios with tailored acquisition strategies, boosting portfolio values.
- Designed marketing strategies that improved attendance and visibility for clients.

2010 to 2016

Operations Manager
Museo de Las Américas
San Juan, PR

Supervised and consulted on overall museum operations, museum guides, volunteer program, weekend programs, marketing materials, and promotional efforts. Prepared proposals for programs and events, directed and coordinated the programs to completion. Through my various marketing and promotional efforts attendance to the museum increase 125%, which translated to an increased revenue of 36%.

- Oversaw museum operations, achieving a 125% increase in attendance and 36% revenue growth.
- Directed marketing initiatives to expand visibility and community engagement.
- Coordinated programs and events, ensuring timely and high-quality execution.

- Revitalized volunteer programs, boosting participation by 40%.

2005 to Present

Founder and Volunteer Executive Director

Fotomission, Inc.
Miami Beach, FL

Fotomission is a 501 (c) (3) non-profit organization dedicated to teaching and promoting photography, as well as producing events, artistic and documentary exhibitions, publications and presentations of significant and socially conscious photographic endeavors. The organization's mission is to utilize artistic and documentary photography as a means for creating positive social change.

- Founded a nonprofit promoting socially conscious photography and education.
- Produced exhibitions and workshops impacting over 1,000 participants annually.
- Secured grant funding to sustain operations and expand community reach.
- Partnered with local organizations to deliver impactful artistic initiatives.

2002 to 2005

Fine Art Marketing and Sales Consultant

Opera Gallery
Bal Harbour, FL

Fine art sales and marketing consultant for this internationally renowned gallery with ongoing exhibitions of original works by modern and contemporary masters.

2000 to 2002

Director

Highway Transportation Authority - Art in Transit Program
San Juan, Puerto Rico

Designed and initiated the Art in Transit Program for the "Tren Urbano" project establishing locations for the artwork at each station, prepared an art guide for the artists explaining each station location and community, developed a projected schedule for installation of artwork, coordinated with the Federal Transit Administration (FTA) that all the activities of the program were in compliance with their requirements. Lectured and oriented over two hundred interested artists.

1998 to 2008

Panelist and Art Consultant

National Endowment for the Arts
Washington DC

Participated in review panels and traveled throughout the United States to evaluate organization's projects.

1997 to 2000

Director, Crafts Development Office

PR Industrial Development Company
San Juan, Puerto Rico

Planned and directed all office operations, including the creation of new incentive programs, the management of fourteen employees and the administration of the annual budget.

Organized the First International Folk Art Fair celebrated in Puerto Rico; the event was awarded the Picasso medal, the United Nations Educational, Scientific and Cultural Organization's (UNESCO) highest honor. Collaborated in the curatorial team of the exhibition "Teodoro Vidal: A Collector's Vision of Puerto Rico" at Smithsonian Institution's National

Museum of American History. Received congratulatory letter from President Bill Clinton on the creation of the Month of the Puerto Rican Folk Artist.

EDUCATION:

M.A. in Caribbean Studies
Center for Advanced Studies of Puerto Rico and the Caribbean
San Juan, PR

B.A. Social Sciences
University of Puerto Rico
Rio Piedras, PR

PR Industrial Development Company
Unionized Employee Management Training

Museo de Las Américas
Lecture Series, Luxury Retail Management

Google Data Analytics Professional Certificate

COMPUTER:

Excel
Word
Power Point
Photoshop
R Programming
SQL
Tableau

LANGUAGES:

English
Spanish
French