

**Carolyn Graham Edlund
Artsy Shark LLC
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ART BUSINESS CONSULTING, WRITING AND SPEAKING

Carolyn Edlund has an extensive background as an entrepreneur, writer, speaker and art business consultant. Her background includes owning a production ceramic studio for twenty years, selling product into over 1,000 retail accounts during that time. Subsequently, she was an outside sales rep for the largest art publisher in the world, earning “Rep of the Year” honors. In 2009, she founded ArtsyShark, recognized as a “Top 10” art blog by Art Business News, which publishes art marketing and business articles, and features individual artists.

In her former role as the Executive Director of the Arts Business Institute, a non-profit organization dedicated to professional development for artists and makers, she ran business workshops throughout the U.S. and internationally. She currently collaborates with The Clark Hulings Fund for Visual Artists as a member of their executive team, art business conference speaker, and facilitator in their Business Accelerator program.

Workshop and Speaking Experience:

2020

- Increase Your Art Sales and Profits, Hillsborough County Arts Council, Tampa, FL
- Art Smart 2020, Best of Missouri Hands, Columbia, MO

2019

- Art-Business Conference, Ft. Lauderdale, FL
- Art-Business Conference, Washington, DC
- Brevard Cultural Alliance Summit, Melbourne, FL
- 3rd Annual Santa Fe Arts Business Conference, Santa Fe, NM
- Business Strategies for Artists: Present, Market and Sell Your Art, Hillsborough County Arts Council, Tampa, FL
- Art in Real Life, The Contemporary Dayton, Dayton, OH
- Virginia Art-Business Conference, Fredericksburg, VA

2018

- 2nd Annual Santa Fe Art Business Summit, Santa Fe, NM
- Arts Business Institute Summit, Boston, MA
- Art Business Bootcamp, Naples, FL
- Artists & Makers Bootcamp, Tampa, FL
- Art Business Summit, Dallas/Fort Worth, TX
- Art Biz Seminar, Manahawkin, NJ
- Arts Business Summit, Canaan Valley, WV

2017

- Artist & Maker Business Bootcamp, Philadelphia, PA
- Sell Your Photography as Art, Naples, FL
- Santa Fe Art Business Summit, Santa Fe, NM
- Thriving Artists Business of Art Workshop, Rockville, MD
- Austin Art Business Summit, Austin, TX
- Marketing & Sales Strategies for Artists, Martin County Artisans Guild, Stuart, FL

2016

- Art Business Workshop, American Made Show, Washington, DC
- Bahamas Artisan Connection Conference, Nassau, Bahamas
- Art Business Bootcamp, Skidmore College, Saratoga Springs, NY
- CIDA Art Symposium, Bridgetown, Barbados
- Business Workshop for Artists, Maine College of Art, Portland, ME
- Business Workshop for Artists, Waterville Creates, Waterville, ME
- Artist Sales Intensive, MASS MoCA, Holyoke, MA
- Thriving Artist Workshop, Cuyahoga Valley Art Center, Cuyahoga Falls, OH
- Art + Business Bootcamp, Rhode Island School of Design, Providence, RI

2015

- “Build Your Art Business” workshop, American Made Show, Washington, DC
- “Understanding the Business of Art” Greater St. Louis Art Assoc, St. Louis, MO
- Art Business Bootcamp, Cattaraugus County Arts Council, Olean, NY and Jamestown, NY
- “Business Strategies for Artists” Arts Services Initiative of W. NY, Buffalo/Niagara, NY
- “How to Survive as an Artist” pARTicipate → innovate: A Cultural Summit, Melbourne, FL
- “Accelerate Your Art Career” Bullseye Glass Resource Ctr, San Francisco, CA
- “Marketing Strategies for Artists” Lost Pines Regional Art Conference, Bastrop, TX
- Art Business Bootcamp: From Passion to Profit, Naples Art Association, Naples, FL
- Wholesale Intensive Workshop, Assets for Artists/MASS MoCA, N. Adams, MA
- Art Business Workshop, Maine Crafts Association, Portland, ME

2014

- Arts Business Institute Winter Workshop, Buyer's Market of American Craft, Phila, PA
- Valley Arts Business Workshop, Luna Stage, W. Orange, NJ
- Connect to Your Customer, Watkins College, Nashville, TN
- Art Business Workshop with Florida Craftsmen, Ft. Lauderdale, FL
- Art Business Workshop with Florida Craftsmen, Orlando, FL
- Art Business Workshop with Florida Craftsmen, St. Petersburg, FL
- Art Business Workshop with Florida Craftsmen, Tallahassee, FL
- DC Art Business Event, Washington Artworks, Washington, DC
- "The Business of Art: Turning Your Passion to Profits", Artegon, Orlando, FL
- Art + Business NYC, New York, New York
- "Marketing Your Art", Florida Watercolor Society, Deerfield Beach, FL
- No More Starving Artists Workshop, StARTup Incubator, Edinboro, PA
- Art Business Bootcamp: From Passion to Profit, Naples Art Association, Naples, FL
- Keynote speaker, Brookings Visual Arts & Entrepreneurship Conference, Brookings, SD

2013

- Arts Business Institute Winter Workshop, Buyer's Market of American Craft, Phila, PA
- Valley Arts Summer Institute Workshop, Luna Stage, W. Orange, NJ
- Arts Business Institute Workshop, Volcano Arts Center, Volcano, HI
- Arts Business Institute Workshop, Maui Arts & Cultural Center, Maui, HI
- Arts Business Institute Workshop, Ward Warehouse, Oahu, HI
- Arts Equinox, Pierre, SD
- Art Business Bootcamp with Handmade in America, Asheville, NC
- "Marketing More Effectively for the Modern Age" ZappCon Conference, Louisville, KY

2012

- Arts Business Institute Winter Workshop, Buyer's Market of American Craft, Philadelphia, PA
- "Creative Marketing for Artists & Craftspeople", Artomatic, Washington, DC

Articles for Print Publications:

April 2019 Issue, Art & Museum Magazine, "Provenance Matters to Both Artists and Collectors"

Dec 2018/Jan 2019 Issue, Professional Artist Magazine, "Build a Website to Welcome Collectors"

October, 2018 Artists on Art Magazine, "Standing out in a Crowded Marketplace"

Feb/Mar 2018 Issue, Professional Artist Magazine, "Attract the Right Customers"

Dec/Jan 2018 Issue, Professional Artist Magazine, "Art Sales Strategies for B2B Markets"

June, 2014 Special issue of Mixed Media Art Magazine, multiple articles

"How Creative Entrepreneurs Can Launch and Grow a Business" On Purpose Woman Magazine, May/June 2011

Art Business Course Development and Presentation:

September, 2019, Co-author of e-course, "Sell More Art with a Dynamic Portfolio"

January, 2018, Author of e-course "The Artsy Shark Success Guide: Marketing Strategies for Artists"

May, 2017, Author and Presenter of "Designed to Sell: Developing Your Signature Style as a Jewelry and Craft Artist" video course for F+W Publications/Interweave

May, 2017, Author and Presenter of "Sales Success for Artists & Makers: Selling Your Art or Handmade Creations at Retail Events" video course for F+W Publications/Interweave

January, 2017 Author and Presenter of "Artist & Maker Pricing Strategies" online professional development course for The Arts Business Institute.

Spring, 2016, Author and Presenter of "How to Wholesale: A Step-by-Step Guide for the Creative Entrepreneur" foundational course in Wholesale Academy for The Arts Business Institute.

January, 2016, Co-author of e-course co-sponsored by F+W Publications "Pricing Strategies for Artists & Makers" for Craft Online University.

Summer, 2015 Co-author of e-course co-sponsored by F+W Publications "How to Launch a Successful Handmade Business" for Craft Online University.

October, 2014 Co-author of e-course "The Artsy Shark Success Guide: Email Marketing for Artists"

February, 2013 Author of e-course "Marketing for Artists & Craftspeople" created for the Arts Business Institute

Webinars and Online Teaching:

January, 2018 to present – Sales Strategies Subject Matter Expert, Clark Hulings Fund Business Accelerator, presenting a series of webinars on sales topics for CHF Fellows

December, 2016 – “Pricing for Fine Artists” written/presented for Tamarack Foundation

October, 2016 – “How to Price Your Work Profitably” written/presented for Tamarack Foundation

May, 2016 – “MakerMentors” webinar interview, “Build Your Art Business” with Cassie Boorn

April, 2016 - “Creativity and the Business of Art” with Alexis Castillo, webinar on Art Marketing

July, 2015 – Webinar “Smart Marketing: Why You’re Missing Out on Sales of Your Art and How to Fix It”

2014-2015 Webinar series with Vango on Marketing for Artists, bi-monthly series of interviews with CEO/Founder Ethan Appleby for Vango premier members

Spring, 2012 – Webinar interviews in conjunction with Alyson Stanfield, The Art Biz Coach, used in creating the CDs “Retail Art Sales” and “How to Wholesale Your Art”

Spring, 2011 Creative Souls Telesummit, presenting "Put Your Dream into Action: How Creative Entrepreneurs Can Market and Sell Their Work"

Podcast Interviews:

January, 2020 – Guest interview, Boldli podcast

January, 2019 – Guest interview, “Find Loving Homes for Your Art” with Mckenna Hallett

September, 2017 - “Butterflies of Wisdom” podcast interview with Win Charles Kelly

November, 2015 – “Thriving Artist” podcast interview with The Clark Hulings Foundation

July, 2014 - Potters Cast Interview

September, 2013 - “Buy/Sell, What Art Fair Promoters and Artists Can Do About It” with Connie Mettler of Art Fair Insiders

Other Press:

“How to Sell Art: New Year, New Strategies”, guest article for GoDaddy Garage, January, 2018

“The Business of Art: Sell Paintings Online”, guest article for GoDaddy Garage, August, 2017

Interviewed by Joanne Cleaver for Craft Industry Alliance Magazine, May, 2017

Interviewed for an article by Lee Murphy in Crain’s Chicago Business Magazine on the greeting card industry, February, 2017

Interviewed for “The Power of Blogging” Professional Artist’s Magazine, by Mickey Bond, September 2014

“Selling Art with a Personal Touch” 2015, guest article for FineArtTips.com

“10 Strategies to Improve Your Art Sales” 2013, guest article for TheAbundantArtist.com

“Why Artists Must Tell Their Story” 2012, guest article for Centerpoint.me blog

“Mana is the Magic Behind Selling Your Art” 2012, guest article for ArtBizBlog.com

“6 Ways to Influence Customers and Grow Sales” 2012, guest article for TheCraftsReport.com

“Inbound or Outbound: Which Direction is Your Art Marketing Going?” 2010, guest article for FineArtTips.com

Curating and Judging:

Juror, 2019 CraftBoston Show, Society of Arts + Crafts, Boston, Massachusetts

Juror, 2018, 2019, 2020 Naples National Art Festival, Naples Art Association, Naples, Florida

Guest Judge, “New Beginnings” online art competition, Manhattan Arts International, 2018

Guest Judge, “Patterns” online photography competition, Exhibitions Without Walls, 2017

Guest Judge, “HerStory” online art competition, Manhattan Arts International, 2017

Guest Judge, Mosaic Art Festival, Kissimmee, Florida, April, 2017

Guest Judge “Cityscapes” Light Space & Time Online Gallery, March 2015

Guest Judge “The Healing Power of Art” Manhattan Arts International, 2014 and 2015

Featured Curator, "Artist Stories" Steller.co launch, August, 2014

Featured Curator, Tastemaker Event, Vango Online Gallery, August, 2014

"Carolyn kept our standing-room-only audience fully engaged throughout her presentation at Artegon Orlando. It seemed like every attendee was taking copious notes for the entire hour, not wanting to miss a word. We have received positive feedback and thanks to Carolyn, we were also able to generate a high level of leasing interest for Artegon." – Executive Director Steve Sless