



EMMA JO SHATTO

emmajo.shatto@gmail.com

I'm an enthusiastic designer and creative strategist. My priority for the next step in my career is to grow with a company where I have the opportunity to be challenged and work on a diverse range of dynamic projects at the intersection of business, design, and strategy.

MICAMade Marketplace

At the onset of the COVID-19 pandemic, I was tasked with the opportunity to “find a way for MICA students to sell their artwork virtually.”

Amidst the panic and uncertainty of the pandemic, I formulated and pitched a cross-divisional project plan to create an online e-commerce marketplace platform. The MICAMade Marketplace was an online e-commerce marketplace for Maryland Institute College of Art’s (MICA) vibrant and dynamic community of students, staff, faculty, and alumni.

Learn more about the MICAMade Marketplace's purpose with the MICAMade's cross-divisional team's presentation at the Association of Independent Colleges of Art & Design in 2021.

Product Development



[Click here to view video.](#)

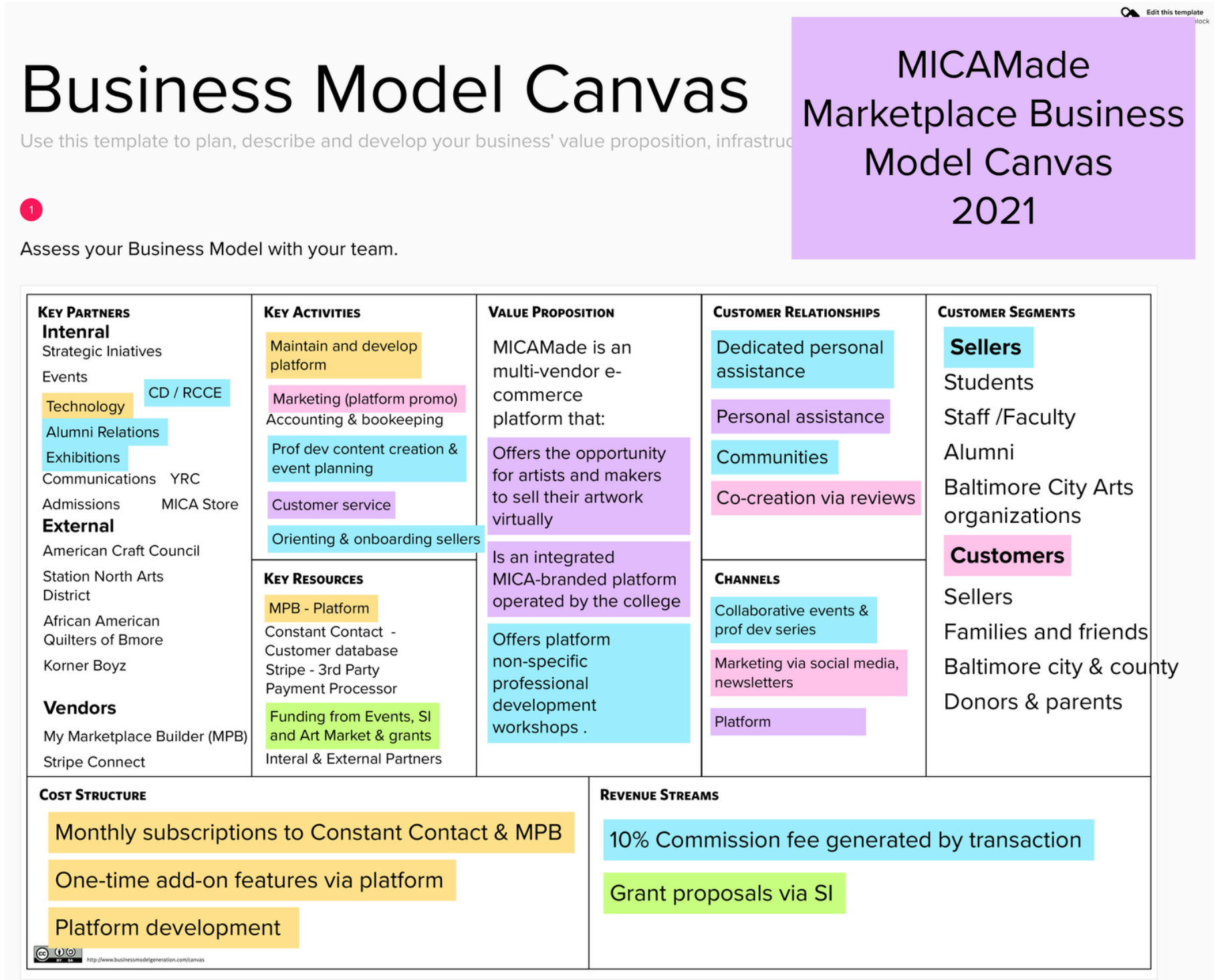
MICAMade Marketplace

In the Spring of 2020, I began primary and secondary research on creating and developing an online e-commerce marketplace platform. This included industry and market analysis, competitive analyses, one-on-one interviews, and focus groups.

MICAMade was a multi-sided platform. It served two primary groups of users: sellers and customers. From there, each group was further segmented. For instance, sellers included undergraduate & graduate students, staff, faculty, and alumni.

Each segmented user group was considered in developing the platform's technical functionalities and user guidelines.

Product Development



Business Model Canvas

MICAMade Marketplace

After researching and determining the most cost-effective method for launching an online e-commerce marketplace, our cross-divisional team launched the pilot of the MICAMade Marketplace. From June–August 2020, 30 undergraduate and five graduate students participated selling their artwork in tandem with MICA's virtual Commencement exhibition.

Information about MICAMade

About

How it works

Privacy policy

Terms of use

Edit page

MICAMade Marketplace

MICAMade EMPOWERS. MICAMade SHOWCASES. MICAMade is a COMMUNITY.

The MICAMade Marketplace is an online marketplace for Maryland Institute College of Art's vibrant and dynamic community of students, staff, faculty, and alumni. As we grow and evolve we are working to increase the number of artists and makers participating, and make the platform available to the entire arts and culture community in Baltimore, Maryland.

In celebration of MICA's virtual Commencement Exhibition, student work from the graduating Class of 2020 may be purchased via the MICAMade Marketplace from June 25 - July 6, 2020. 100% of sales go directly to the artist/vendor.

Sales Policy

- All sales are final for purchases made during MICA's Class of 2020 Commencement Exhibition.
- Damaged or lost items will be evaluated on a case-by-case basis by the vendor and MICAMade.

Contact

MICAMade exists alongside MICA's annual MICA Art Market in December. Questions and inquiries may be sent to the MICAMade Team at micamade@mica.edu. Customer service hours are Monday-Friday, 9 am - 5 pm EST.

Thank you for your support!

Stephanie Chin

Assistant Director of Entrepreneurship
MICA Career Development

Emma Jo Shatto

Art Market Manager & Event Coordinator
MICA Office of Events

Kerri Litz

Manager
MICA Store

Kai Crosby-Singleton

Community Liaison & Event Coordinator
MICA Strategic Initiatives

MICAMADE/ MARKETPLACE/


MICAMade Marketplace 2020

MICA's Art Market

Vendor Resources Portal

MICAMade for Vendors

Forest Floor Postcard



A 5 x 7" postcard printed on 100lbs recycled paper. Perfect for writing a letter to a loved one or simply hanging on a wall! Includes space on the back to write a message, address, and to add a stamp.

SHIPPING: Your item will ship in 1-5 days. Shipping costs \$5 to \$6 for U.S. domestic orders and are payable to me through Paypal or Venmo after initial transaction is approved. Multiple orders placed by one customer will be sent in one package unless specified otherwise. Please provide shipping information (full name and address) in the message section when you check out, and be prepared to pay shipping costs over Paypal after placing your order. If you have any questions, don't hesitate to reach out to me!

MICAMade: Class of 2020 Undergraduate Student

Listing created Jun 25, 2020

[Like](#) [Dislike](#) [Share](#) [Tweet](#)

Public discussion (0)

Get emails about new comments

Comment on the listing or ask for more details. All the other users will be able to see your comment.

☒ Notify me of new comments and updates

Send comment

\$5 per unit

Number of units:

Check out here!


Edit listing

Close listing

Delete listing

Move to top of homepage

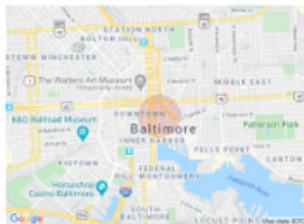
Show in the next newsletter

 Lianne Pflug


Contact

★ 100% positive (5/5)

Feedback



Blue House Blouse



This adorable pastel blouse features pink sheer sleeves, cuffs with button closures, and a quilted blue house with hand embroidery detailing.

Size S

The piece was created as part of Charlie Reynolds' senior thesis show, "get home safe". His thesis revolves around the everyday of transgender life as it manifests itself through love, comfort, and home.

See more of Charlie's work on his [Instagram](#), and feel free to contact him with any questions!

MICAMade: Class of 2020 Undergraduate Student

Listing created Jun 25, 2020

[Like](#) [Dislike](#) [Share](#) [Tweet](#)

Public discussion (0)

Get emails about new comments

Comment on the listing or ask for more details. All the other users will be able to see your comment.

☒ Notify me of new comments and updates

Send comment

\$225 per unit

Number of units:

Check out here!


Edit listing

Close listing

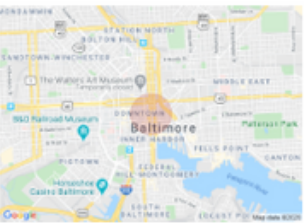
Delete listing

Move to top of homepage

Show in the next newsletter

 Charlie Reynolds

Contact



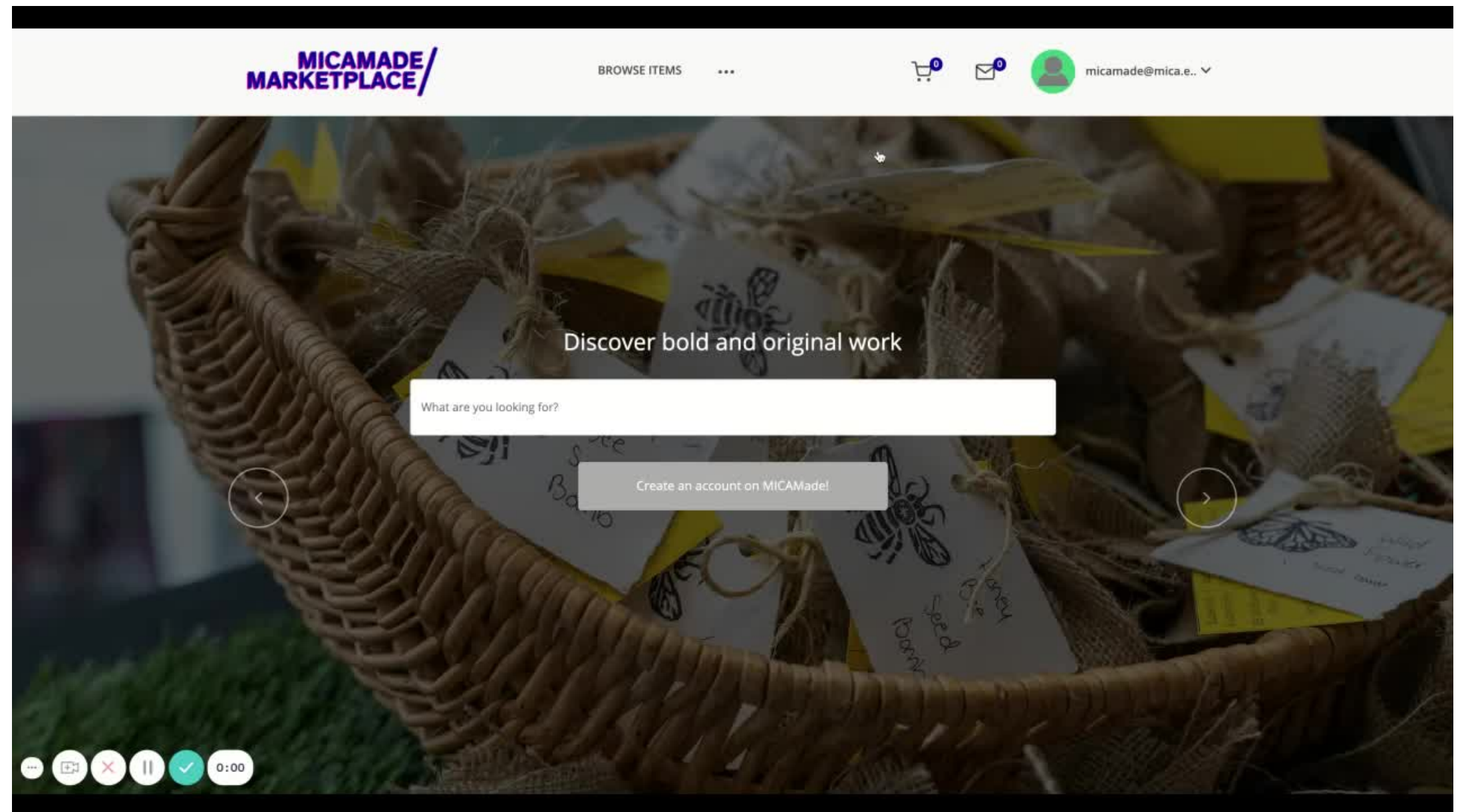
MICAMade Marketplace

Implementation

During this time, we were researching and meeting with a secondary hosting platform, My Marketplace Builder, where our platform would have better functionality for both customers and sellers and more opportunities for the college to scale the platform as it grew. In August 2022, the MICAMade Marketplace launched and welcomed its first 80+ staff, faculty, alumni, and student sellers to the platform.

As we launched MICAMade's first pilot platform using Sharetribe.com as its hosting platform, I began to set up the foundation for a consistent and sustainable feedback loop to continue to gather users' feedback by utilizing surveying via monthly newsletters and one-on-one technical support.

Following its launch, one of MICAMade's departmental sponsors, Strategic Initiatives, absorbed its work and me into its division.



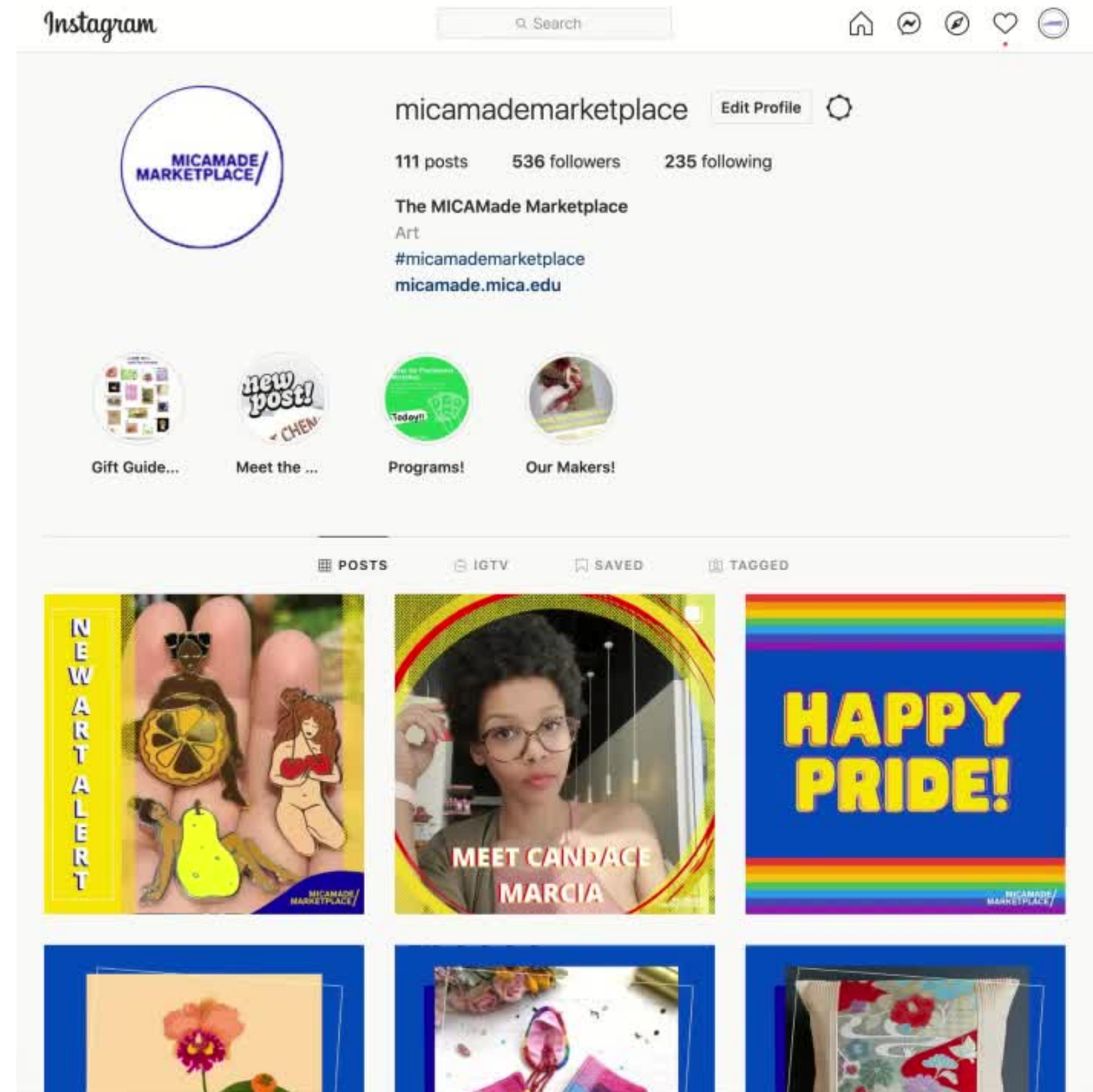
Platform Walk-Through

MICAMade Marketplace

Following the initial creation of the MICAMade Marketplace, I collaborated with MICA's Strategic Communications team to create a comprehensive marketing plan informed by MICA's overall brand vision, in addition to embracing a customer-centric perspective.

Over the next two academic years, I designed and executed marketing initiatives aligned with MICA's overall brand identity, positioning, and messaging. This included developing strategies for gaining new customers and launching campaigns highlighting the platform's artists and sellers throughout the calendar year.

Marketing

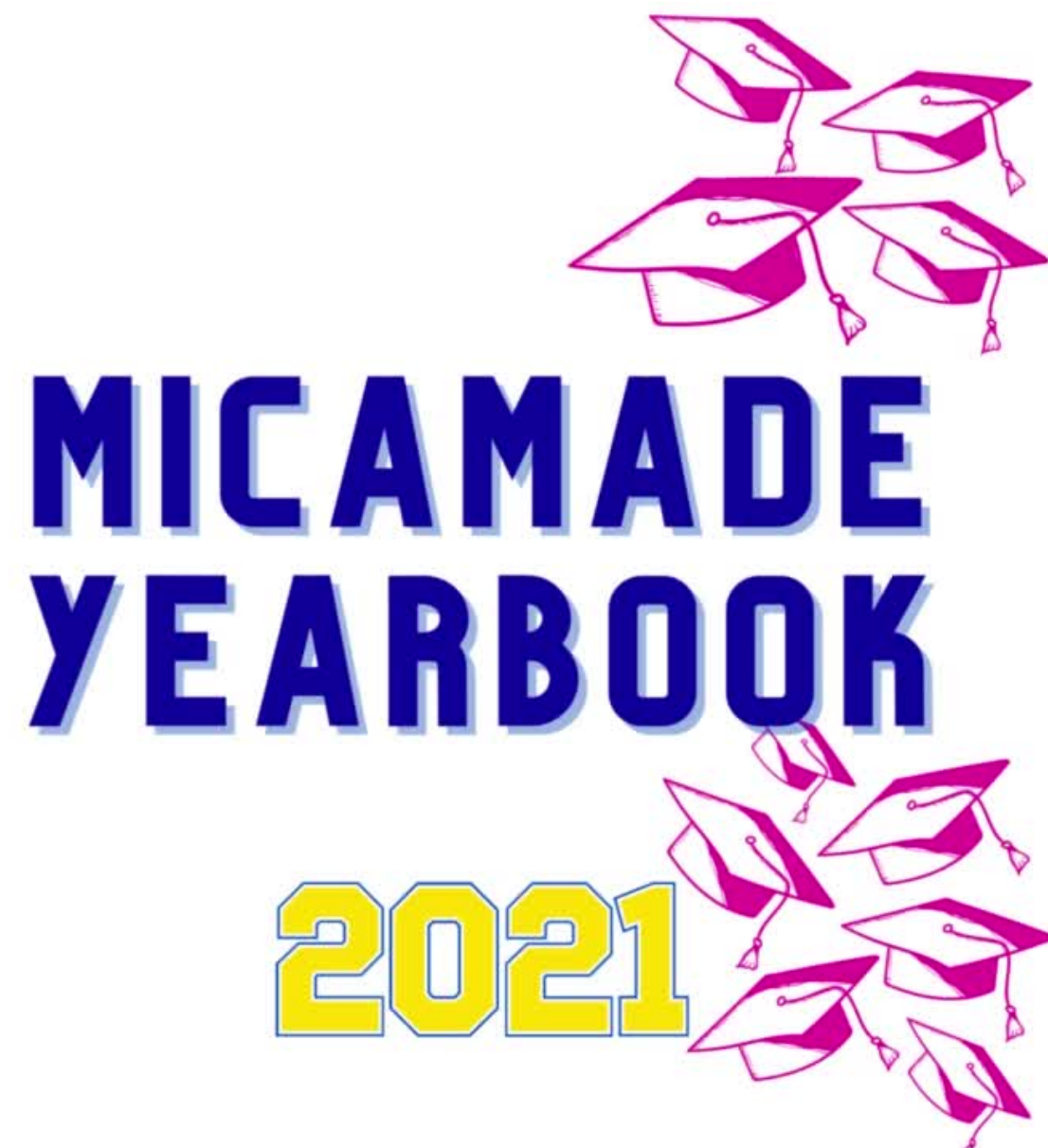


@micamademarketplace on Instagram

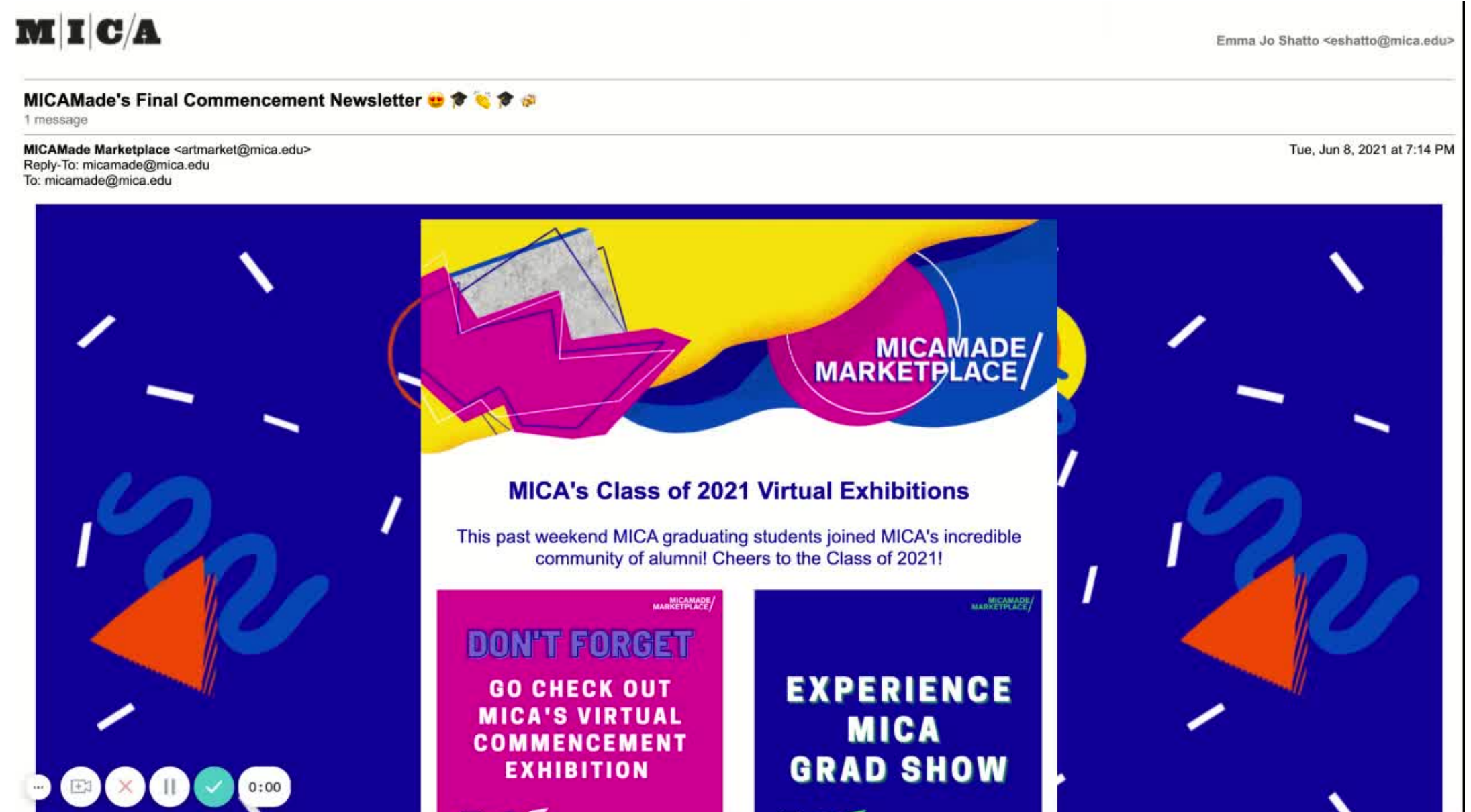
MICAMade Marketplace

Marketing

By utilizing monthly reporting and OKRs to evaluate our initiatives and adapt quickly to our user's needs, interests, and behaviors, I developed and executed social media & email marketing strategies, and print campaigns with interdepartmental collaboration within MICA.



MICAMade Digital Yearbook



MICAMade Commencement Newsletter

MICAMade Marketplace

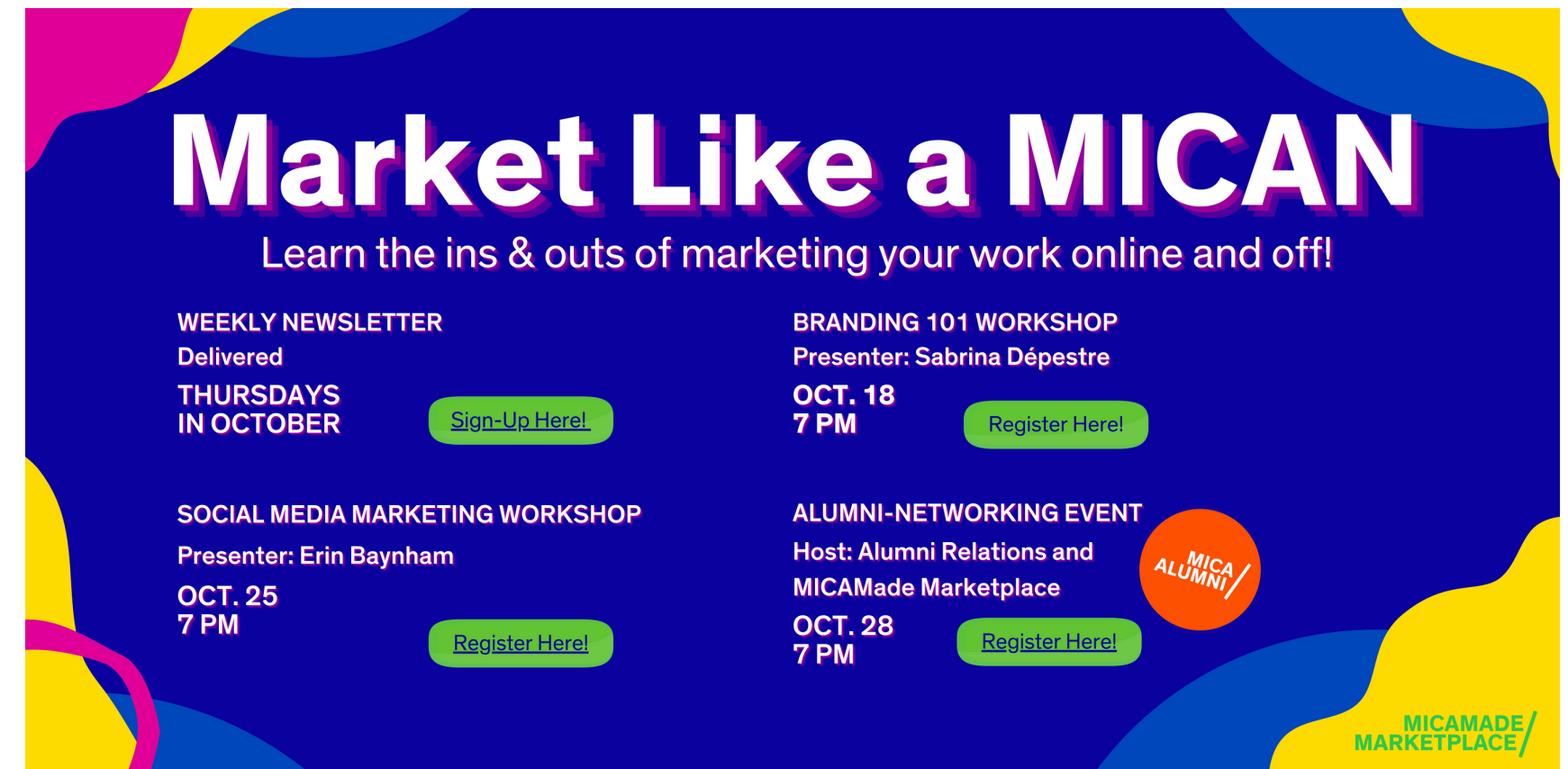
Entrepreneurship Education

When I wasn't building and marketing the marketplace, I was working one-on-one with small business owners to develop business strategies related to marketing strategy, brand development, financial planning, and other foundational business practices. In nurturing my relationships with these businesses, I took on the role of a creative and analytical sounding board for their ideas and collaborated with them on creating viable solutions.

Additionally, each semester I produced a month-long professional development series focused on:

- small business planning
- brand & marketing development and strategy
- online and in-person retail selling
- industry & market research
- competitive analysis
- and more!

Each series included a weekly newsletter and invited professionals to speak and run workshops with sellers.



"Market Like a MICAN" Series Banner for Digital Media

MICAMade Marketplace

Entrepreneurship Education



In October 2021, the MICAMade Marketplace launched its first-ever marketing and communications professional development series: [Market Like a MICAN!](#) During this series the [MICAMade Marketplace](#) delivered weekly newsletters and workshops on tips, tricks, and everything you need to know to get started marketing your business for the upcoming holiday season!

This series is produced in collaboration with [MICA Alumni Relations](#), [Career Development](#), and the [Ratcliffe Center for Creative Entrepreneurship](#). To find all of the content from this series [click here](#).

"Where Does Your Practice Fit?" Newsletter



Workshop/Event Posting for Instagram

MICAMade Marketplace

Events Production & Management

In addition to managing and marketing the online platform, I was responsible for creating and finding additional in-person opportunities for sellers to participate in Baltimore City. This included creating on-campus pop-ups and working collaborating with organizations like the American Craft Council and local Baltimore Arts & Entertainment districts.



MICA MICAMADE/
MARKETPLACE/

MICA POP-UP

Shop the Maryland Institute College of Art's upcoming pop-up shop during the CIAA Tournament!

Featuring local Baltimore artists and makers specializing in jewelry, design, fibers, textiles, and so much more!

608 Water Street
First Floor
Baltimore, MD 21202

Fri, Feb 25th, 12 - 8 pm
Sat, Feb 26th, 12 - 8 pm



MICA Pop-Up in partnership with Baltimore Downtown Partnership in 2022

MICAMade Marketplace

Events Production & Management



MICA at the American Craft Made Baltimore show at the Baltimore Convention Center in 2022

MICA Art Market

Events Production & Management

Prior to the COVID-19 pandemic, I produced, marketed, and managed MICA's annual holiday art market. MICA Art Market was a four-day event featuring 300+ students, staff, faculty, and alumni artists. The market attracted between 2,000-4,000 customers per day and in 2019 the market grossed \$148,000 in revenue.



MICA Art Market 2019

About Me

I'm energetic, passionate, and committed to human-centered design, systems thinking, and informed strategy. I thrive within a professional and collaborative team where progression, creativity, and curiosity are valued.

Strong attention to detail, a creative mindset, and a passion for problem-solving enable me to work diligently in researching and managing projects from conception to execution while nurturing stakeholder and client relationships. I'm motivated by a desire to build on new ideas and transform complex problems into innovative and efficient solutions.

I value adventure, curiosity, and authenticity in my life. Outside of #adulting hard as a professional, I garden, rock climb, do yoga and take long W-A-L-K-S with my silly doggo, Lexi.

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SKILLS

- Design & systems thinking
- Market research
- Marketing & brand strategy
- Creative & analytical problem solving
- Data analysis & storytelling
- Content management systems
- Small business planning
- Agile & traditional project management frameworks
- Client relations
- Visual design

EVERYDAY TECH

- Google Suite
- Adobe Creative Suite
- Asana
- Trello
- MURAL
- Miro
- Canva
- Notion.so

EDUCATION

MICA

Masters of Professional Studies
Business of Art & Design
Bachelors of Fine Art
Painting

Association of Independent Colleges of Art & Design

New York Studio Residency Program

EXPERIENCE

Maryland Institute College of Art (MICA)

Assistant Director of Markets March 2020 - August 2022

- Founder of the MICAMade Marketplace, which offered MICA students, staff, faculty, & alumni a low-cost platform to sell their artwork online year-round
- Design policies, procedures, & services e.g. MICAMade Online Marketplace Policies and Procedures
- Compile & analyze reports on income, key performance indicators, activities & risks
- Evaluate stakeholder engagement & marketing plans on an annual basis
- Cultivate & maintain productive & mutually beneficial relationships with three vendors, two sponsors, & forty-eight key internal & external stakeholders
- Facilitate collaboration between key internal stakeholders to organize entrepreneurial opportunities for the college's community e.g. two five-day virtual professional development series for students and current alumni sellers
- Develop & deliver technical training for new sellers on a quarterly basis
- Create & implement recruitment strategies for gaining new sellers; currently hosting 246 seller accounts
- Develop & execute marketing campaigns resulting in over \$17K in sales to date
- Develop & implement marketing strategies for gaining new customers; currently hosting 600+ customer accounts
- Create a resource development strategy to engage MICA's Ratcliffe Center for Creative Entrepreneurship for platform improvements
- Provide consultation to colleges/community organizations interested in implementing e-commerce platforms e.g. Milwaukee Institute of Art & Design

Event Coordinator Sept 2018 - March 2020

- Organized, marketed, and managed MICA's annual Holiday Art Market featuring 300+ vendors, over four days, grossing \$148,000 in sales in 2019
- Coordinated and collaborated on institutional events' design and structure
- Coordinated communication between departments, administration, and external clients for cross-divisional events
- Coordinated on-campus event rentals

[Click here to view my resume!](#)