

CHRISTINE MADRID FRENCH
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CAREER SUMMARY:

Non-profit leader with consistent record in fundraising, team-building and project implementation. Applied knowledge in fostering successful non-profit missions tied to comprehensive organizational goals. Expert in coordinating public outreach programs, locally and nationally, with noted record in establishing and maintaining long-term professional relationships. Project management of teams of 100+ people.

KEY STRENGTHS IN:

- Public Education and Outreach
- Non-Profit Collaborations
- Developing Partnerships
- Team Building/Leadership
- Project Evangelism
- Community Consortia
- Project Development
- Strategic Planning
- Writing and Presentations

CAREER ACHIEVEMENTS:

- Raised more than \$800,000 in twelve months for a spontaneous capital campaign in a regional non-profit collaboration with a rigid deadline.
- Authored and implemented \$114,000 cultural facilities matching grant from Orange County Arts & Cultural Affairs to preserve the Capen-Showalter House in Winter Park.
- Program Director at the National Trust for Historic Preservation, with oversight of a \$500,000 national advocacy and education program, including \$23,000 of pass-through grants to non-profit organizations nationwide, funded by the Henry Luce Foundation and the National Endowment for the Arts.
- Engaged in a 10-year effort to save the historic 1961 Cyclorama Building at Gettysburg National Military Park, designed by Richard Neutra. Secured an \$800,000 pro-bono commitment from private counsel and won a suit against the U.S. Department of the Interior to follow federal regulations in regards to protecting listed historic properties. Worked closely with J. Carter Brown, director emeritus of the U.S. National Gallery of Art, private lobbyists, architects, historians, universities, and non-profit partners during the campaign to preserve the structure.
- Florida Trust for Historic Preservation Award for Organizational Achievement as Project Director of Preservation Capen.
- Started and governed national non-profit organization, Recent Past Preservation Network, and served as president for ten years (2000-2010).
- More than forty presentations at professional conferences nationwide, including six keynote speeches.

EMPLOYMENT:

University of Florida, College of Design, Construction and Planning, Historic Preservation Program, Gainesville, FL, 2016.

Adjunct Professor

“Preservation Technology: Conserving Modern Heritage.” This course focuses on issues impacting the preservation and sustainability of sites associated with the Modern Movement (ca. 1900-1975). Students gain an understanding of conservation theories, methodologies, philosophical issues, materials/systems, and advocacy strategies used to assess and conserve significant modern sites.

Albin Polasek Museum & Sculpture Gardens, Orlando, FL, January 2014 – Present

Development Coordinator

Leading the organization’s capital campaign and annual giving efforts for both the Capen-Showalter House project and the Polasek Museum in coordination with the executive director, board, trustees, staff, and members.

- Creating messaging and communications strategies, including marketing, public relations, and social media, related to development and fund-raising efforts.

- Developing a series of in-kind contributions to further project goals utilizing a network of contractors, business owners, and private organizations.
- Researching, identifying, and negotiating opportunities for grants and direct gifts to campaign.
- Maintaining and expanding the donor list and financial impact results for the Museum through public outreach, special events, and coordinated partnerships.

Preservation Capen, Winter Park, FL, August 2013 – Present

Project Director

Lead for community team created to save and re-locate the 1885 historic Capen-Showalter House by barge over Lake Osceola to a new home at the Polasek Museum. Owners set a deadline of four months to raise enough funds to move the building or it would be demolished (by end of 2013).

- Team leader for capital campaign to raise \$450,000 within the projected window; funding success stands at more than \$800,000 with 400 contributors by June 2014.
- Evangelized project to city leaders, community members, non-profit partners, and statewide organizations to raise support and funds for the project.
- Organized press releases and social media campaign. Author of article published in the Huffington Post, April 8 2014, “Florida Group Floats (Yes, Floats) a Historic House to Safety.”
- Coordinated campaign with three executive directors of local non-profits; mobilized a volunteer team of more than twenty people, and worked with the general contractor and more than 13 sub-contractors to disassemble, float, and relocate the historic house to the grounds of the Polasek Museum.
- Organized and implemented a series of special events to raise public awareness, including a rally at Central Park in Winter Park, a float in the Winter Park Christmas Parade (grand prize winner), and donor-focused gatherings at venues throughout the city.

Art & History Museums-Maitland, Maitland Historical Museum, Maitland, FL, May 2013 – October 2014

Curator of History

Responsible for curating exhibitions in four museums, including the Maitland Historical Museum, the Telephone Museum, the Waterhouse Residence Museum, and the Carpentry Shop Museum. The total museum collection contains more than 3,500 items.

- Develop, write, and mount rotating exhibits at the Historical Museum and the Waterhouse Museum, featuring the founding of the Florida Audubon, Eatonville, Maitland Veterans, and Civil Rights.
- Develop and implement public education and outreach to highlight the history of Maitland and raise the profile of the non-profit organization throughout the region. Programs include “Front Porch Stories,” and the “Civil War Picnic,” featuring interpreters and a one-man play at the Waterhouse Museum.
- Oversee the work of volunteers and university interns for discrete projects within the collections.

National Trust for Historic Preservation, San Francisco, CA, 2009 – 2011

Director, National Modernism & Recent Past Program (TrustModern)

Program director for two-year program funded by the Henry Luce Foundation with the goal of reviving and reusing historic American modern buildings through advocacy, public outreach, publications, and presentations.

- Administered “Modern Modules” program, funded by a \$40,000 matching grant from the National Endowment for the Arts. Modules held in Boston, Los Angeles, Minneapolis, and Aspen, consisting of a public panel discussion and a separate professional roundtable conversation among key leaders. More than 1100 people and 33 organizations participated in the modules.
- Edited and published series of public-education/outreach booklets, coordinating 14 writers and 7 photographers, and featuring 150 significant buildings across the country. 4000 full-color booklets printed.
- Granted more than \$23,000 in pass-through grants to 10 national, state, and local partner programs in 2010 to support local and regional efforts.
- Established an action network of more than 3000 individuals and organizations through social media outlets on Twitter and Facebook.
- Worked closely with Development Team at the National Trust (both in Washington, D.C. and San Francisco, CA) to engage new donors across the country.

EDUCATION:

Master of Architectural History (MArH), University of Virginia, Charlottesville, VA, May 1998.

Advisor: Dr. Richard Guy Wilson; Double major: American Architecture, East Asian Architecture

Bachelor of Science, Architectural Studies, University of Utah, Salt Lake City, UT, June 1992.

Advisor: Dr. Tom Carter; Major: American Architectural History and Historic Preservation.