

Dana Allen-Greil

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Work Experience

2015-Present **Chief, Web and Social Media**

National Archives and Records Administration (Washington, D.C.)

Provide digital leadership to the National Archives as part of the Office of Innovation's management team. Responsible for NARA's websites, social media, History Hub community, intranet, and Internal Collaboration Network. Use digital platforms to increase access and expand public participation in the organization's mission to bring greater meaning to the American experience.

- Oversee strategy, execution, and measurement of all National Archives digital engagement platforms, including Archives.gov (24M+ visitors per year), 14 blogs, 130 social media accounts (including Facebook, Twitter, Instagram, Tumblr, Pinterest, and YouTube), and mobile applications.
- Supervise and mentor 2 social media managers, 1 community manager, 2 back-end and 1 front-end web developers, 3 UX specialists, and 4 web editors.
- Manage \$1.8M budget including contracts for UX research and web development as well as digital operations expenses such as social media analytics, social media archiving, email marketing, and UX tools.
- Serve in Product Owner role for agile web design and development projects, translating technical requirements into user stories and ensuring information architecture is driven by user needs.
- Build user-centered design and research capabilities for the enterprise, including hiring the first UX position and growing existing staff into a UX team serving the entire organization.
- Promote principles of openness and transparency, including implementation of open source tools (e.g., Drupal, WordPress), open content licenses, and freely sharing data and lessons learned.
- Spearhead continuous evaluation and improvement of digital engagement efforts including web and social media analytics, surveys, focus groups, multivariate testing, and usability testing.
- Collaborate with in-house subject matter experts as well as IT, legal, and acquisitions staff to execute the digital engagement vision for the National Archives.
- Served as Acting Director of the Digital Engagement Division (on a 4 month detail in 2017), overseeing 10 additional staff responsible for the National Archives Catalog and Citizen Archivist engagement program.

2012-2015 **Senior Digital Outreach Producer**

National Gallery of Art (Washington, D.C.)

Developed and implemented the Gallery's digital outreach strategy. Responsible for the Gallery's social media accounts, with an emphasis on education and engagement outcomes. Used digital platforms to engage audiences in conversations about art, to support personal meaning-making, and to forge connections with resources for deeper learning.

- Led social media efforts including strategy, content development, community management, and evaluation of @ngadc accounts on Facebook, Twitter, Instagram, and Pinterest.

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- Wrote, edited, produced, and oversaw production of content for use in various communications platforms, including live programming (e.g., press events, Instameets, Twitter chats), printed publications, and digital media properties.
- Collaborated with publicists, curators, educators, and other stakeholders to promote the Gallery's permanent collections, temporary exhibitions, and educational programs.
- Partnered with other cultural institutions to increase audience reach and enhance opportunities for engagement.
- Conducted evaluation activities (e.g., surveying, interviews, analytics) to optimize outreach efforts.
- Developed the Gallery's mobile strategy based on user research and market trends analysis.
- Counseled executives on digital strategy development to expand public access to art and make the Gallery relevant to a wider range of people.
- Supervised Digital Outreach Producer and Digital Outreach Interns.

2011-2012

Account Director/Digital Strategist

Ogilvy Public Relations (Washington, D.C.)

Led digital strategy, influencer engagement, and account management for major national campaigns in the public sector seeking to raise awareness and effect behavior change.

- Used a strategic mix of paid, earned, and owned digital media tactics to produce measurable awareness and behavior change results for government and nonprofit clients including the National Institutes of Health's *The Heart Truth*[®] campaign and its *Red Dress Collection*[®] fashion show partnership with Diet Coke.
- Led account management and produced client deliverables including: marketing and audience research, strategic media analysis planning, digital content production (e.g., concepting, writing and editing, reviewing visual assets created by designers), media buys (e.g., banner ads, social media advertising), influencer engagement (e.g., bloggers, celebrities), partnership outreach, technology implementation, and summative evaluation.
- Supervised two Senior Account Executives and mentored their work on social media strategy, content development, measurement, and celebrity management.

2003-2011

Chief, Digital Outreach and Engagement

National Museum of American History, Smithsonian Institution (Washington, D.C.)

Promoted the use of digital storytelling to capture and build national interest in the museum and empower staff to engage the institution's many communities of interest in dialogue. Responsible for strategic planning, editorial direction, and execution of all online marketing and communications. Oversaw the museum's website (americanhistory.si.edu), blog, social media accounts, email newsletter, online fundraising, mobile initiatives, and in-gallery interactives.

- Launched the museum's first YouTube, Twitter, and Facebook accounts and served as managing editor of its multi-author blog.
- Facilitated audience interaction with world-class collections, exhibitions, programs, and staff through online exhibitions, user-generated content projects, mobile experiences, and in-gallery interactives.
- Oversaw web development contractors and coordinated with internal and external stakeholders on more than 80 microsites.

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- Developed award-winning projects—including the Smithsonian’s first YouTube contest—that reinvigorated the organization, making the museum more transparent and relevant to its online and on-site audiences.
- Introduced new online tools to expand outreach and serve organizational needs including online donations, e-mail newsletters, web content management, and social media analytics.
- Evaluated efforts and impact regularly, using this information along with trends analysis to shape the museum’s use of digital platforms to increase audience engagement and broaden online reach.
- Supervised New Media interns.
- Was promoted from New Media Project Manager role in 2010.

2000-2003 **Coordinator, Online Communications and Publishing**
Kaiser Family Foundation (Washington, D.C.)

Managed websites and email marketing for health policy nonprofit.

- Managed major redesign and content migration of kff.org and launched kaisernetwork.org
- Coordinated more than 100 digital content contributors, including a daily email news blast

Education

2007 **M.A., Museum Studies**, George Washington University
Thesis: “Closed to the Public: The Impacts of Closing a Museum for Construction”

2000 **B.A., English, Minor: Women, Gender, Sexuality**, St. Mary’s College of Maryland
Thesis: “Gender, Sexuality, and Cyberspace”

Leadership Training

2015 Leadership Development Program, National Gallery of Art

2011 NextGen Program, The Getty Leadership Institute, Claremont Graduate University

Teaching Experience

2016-Present **Adjunct Lecturer, M.A. in Art and Museum Studies Program, Georgetown University**
Teach graduate course, “Museums and New Media.”

2011-Present **Adjunct Lecturer, M.A. in Museum Studies Program, Johns Hopkins University**
Teach graduate courses, “Social Media Strategies in Museums,” “Developing Museum Web Projects,” and “Museums in the Digital Age.”

2010-2012 **Adjunct Lecturer, M.A. in Museum Studies Program, The George Washington University**
Taught graduate course, “Museums and Technology.”

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Board and Volunteer Experience

Executive Board Leadership

- 2013-2016 **MCN (Museum Computer Network)**
Secretary, Executive Committee (2013-2014)
Chair, Marketing Committee (2013-2016)
- 2008-2011 **Mid-Atlantic Association of Museums**
Treasurer (2011)
Secretary (2010-2011)
Member-At-Large (2008-2010)
- 2010-2014 **Education Fights AIDS International**
Vice Chair, Board of Directors (2010-2014)
Chair, Communications Committee (2008-2014)

Board Committees and Advisory Roles

- 2018 Museums and the Web, Program Committee
- 2013-2015 Exhibitionist Journal, National Association for Museum Exhibition (NAME), Editorial Advisory Board
- 2013-2014 EdCom (American Alliance of Museums' Education Professional Network), Communications Committee
- 2013 Social Media Week DC, Advisory Board
- 2010-2011 NMC Horizon Report, Advisory Board, Museum Edition
- 2004 Artomatic, Public Relations Committee
- 1999-2000 Underwire: Annual Journal of Women, Gender, and Sexuality Studies, St. Mary's College of Maryland, Co-founder and Editor

Grant Reviews

- 2014 National Endowment for the Humanities - Museums, Libraries and Cultural Organizations Planning and Implementation Grants Reviewer
- 2013 Institute of Museum and Library Services - Museums for America Grants Peer Reviewer

Juried Awards

- 2011 National History Day, Judge
- 2007-2011 American Association of Museums, MUSE Awards Jury Chair: Mobile (2011); Public Relations & Development (2009); Interactive Installations, Games (2007)
- 2008 Museums and the Web, Juror, Best of the Web competition

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Selected Publications

- [Serving researchers in a self-service world](#), in *Museums and the Web 2018: Proceedings*.
- [Museums and Digital Strategy Today](#), American Alliance of Museums Labs (July 10, 2017).
- [#MCN50 Voices with Dana Allen-Greil & Arielle Feldman](#). MCN. (April 13, 2017).
- [Rebooting the Social Media Strategy for the National Archives](#). Digital Gov (August 26, 2016).
- [Exhibition Studies: Learning and Sharing Expertise with Social Media](#), *Exhibitionist Journal* (Fall 2013 vol 32.2).
- [Measuring, Analysing and Reporting](#), in *Conversations with Visitors: Social Media and Museums* (2012), MuseumsEtc (Edinburgh).
- [Case Study: National Museum of American History](#) in *Conversations with Visitors: Social Media and Museums* (2012), MuseumsEtc (Edinburgh).
- [What's the difference between social media and social marketing?](#) Social Change exCHANGE, Ogilvy Public Relations. (February 24, 2012).
- [Social Media and Organizational Change](#), in *Museums and the Web 2011: Proceedings*.
- [Small Towns and Big Cities: How Museums Foster Community On-line](#), in *Museums and the Web 2010: Proceedings*.

Selected Conference Presentations & Invited Talks

- [Serving researchers in a self-service world](#), *Museums and the Web* (2018)
- [Storytelling through Technology and Media](#), *The Cutting Edge of Public History: New Directions in Interpretation Conference*, National Park Service (2018)
- [History Hub: Join the Apple Support Community for researching history](#), *Museums and the Web* (2017)
- [#ArtAtoZ: Serial Social Media at the National Gallery of Art](#), MCN Conference (2015)
- [Social Media Extravaganza: A Mini Unconference](#), MCN Conference. [Audio recording](#). (2015)
- [Sharing user analytics: an experiment](#), *Museums and the Web* (2015)
- [Museums in the Digital Age](#), DASER (D.C. Art Science Rendezvous) (2015)
- [Marketing + Education = #musesocial?](#), MCN Conference (2014)
- [Social Media Clinic](#), *Museums and the Web* (2014)
- [Beyond the Selfie: Connecting Teens and Art through Social Media](#), National Art Education Association (2014)
- [Blogging is dead. Long live the museum blog!](#), Ignite MCN (2013)
- [Social Media Engagement: Defining and Measuring Success](#), MCN Pro webinar (2013)
- [Engaging Audiences with Collections via Social Media](#), Heritage Preservation webinar (2013)
- [Engaging Visitors with Social Media](#), IMLS WebWise Conference (2013)
- [Opening Up Museum Studies with Social Media](#), invited talk for COMPT (Committee on Museum Professional Training), AAM Annual Meeting (2013)
- [Social Studies: How Educators are Using Social Media](#), Social Media Week DC (2013)
- [The Heart Truth®: Using Social Media to Reach and Motivate Women to Address Risk Factors for Heart Disease](#), Digital Health Communication Exchange (2012)
- [Strategies for Engagement on a Budget](#), Mid-Atlantic Association of Museums Annual Meeting (2011)
- [Evaluating Social Media Efforts](#), AAM Annual Meeting (2010)

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Professional Awards

- 2017 **Museums and the Web GLAMi: Marketing and Promotion**
For the #ElectionCollection social media campaign at the National Archives
- 2013 **PR News Nonprofit PR Award: Facebook**
For the use of Facebook to collect Million Hearts online pledges to reduce blood pressure
- PR News Nonprofit PR Award: Video**
For the production of animated videos to promote the Million Hearts initiative
- 2012 **Bulldog Digital/Social PR Awards: Best Social Network Messaging Strategy and Digitally/Socially Engaged Brand of the Year**
For the use of social media to promote the Million Hearts initiative
- Platinum PR Awards: Media Event**
For the production of The Heart Truth Red Dress Collection 2012 fashion show event
Ragan's Health Care PR and Marketing Awards: Best Fitness or Health Campaign
For the Million Hearts campaign to reduce blood pressure
- 2011 **AAM MUSE Awards: Public Outreach, Gold**
For the "Race to the Museum" exhibit and social media campaign at the National Museum of American History
- 2010 **AAM MUSE Awards: Community, Gold**
For the "O Say Can You Sing?" YouTube competition at the National Museum of American History
- Webby Award**
For the online exhibition, "The Star-Spangled Banner: The Flag that Inspired the National Anthem" at the National Museum of American History
- 2005 **SXSW Web Award: Educational Resource**
For the redesign of the National Museum of American History website
- AAM MUSE Awards: Online Presence, Gold**
For the redesign of the National Museum of American History website