

## Mara Christian Harris



### Summary

I retired in 2020 from a career in communications, with more than 40 years' experience in content development, project management, event planning and execution, marketing, partner collaborations, and brand management. Throughout my career I developed expertise in all forms of communication: written, interpersonal, verbal, computer, and presentation skills. Since my retirement, I've enjoyed travel, volunteer work, and some consulting.

### Career Highlights

Starting as a volunteer in 2022, I am currently the Marketing Director for the **Santa Fe International Literary Festival**, charged with brand management and advertising, along with collateral, for the successful event.

From 2013 until my official retirement in 2020, I was the Communications Manager at the **Georgia O'Keeffe Museum**. Primary responsibilities include strategizing, planning, scheduling, and executing the communications plan for the Museum with the goal of increasing visitation and brand awareness of the institution.

From December 1997, when I moved to Santa Fe, until March 2013, I was the owner of **The Maravilla Group**, an independent marketing consulting company. I consulted with graphic artists, and retail, non-profit, and arts organizations to develop and implement strategic, integrated communication plans across multiple media, including strategy, design, content, print, and internet media.

Prior to December 1997, I worked for 15 years at **Neiman Marcus** in Dallas, Texas in multiple advertising and marketing areas involving strategic planning, brand management, project management, account management, customer programs, direct mail management, budgeting, vendor negotiation and contracts, event planning and execution, and print production. Before that, I was the advertising director for **Frost Bros.**, a chain of 12 high-end specialty retail stores in south Texas, responsible for planning, art direction, creative production, print production and media placement.

I studied History at the University of Virginia and am proficient in spoken Spanish.

### Organizations

- Santa Fe International Folk Art Market, Committee Chair since 2007; volunteer since 2004
- I have served on several boards during my time in Santa Fe, including Girls Inc., Buckaroo Ball, the Museum of New Mexico Foundation Business Council; and in Dallas, with DIFFA (The Design Industry Foundation Fighting AIDS).