

## Work Experience

### **2023–Present | Programme & Marketing Manager, David Parr House, Cambridge**

Manage exhibitions, talks, workshops and events, collaborating with artists and partners. Lead marketing and digital communications to grow audiences and promote the House's history. Oversee key projects including website redevelopment and rebrand integrating CRM, ticketing and e-commerce. Recent exhibitions include House Guests (ongoing), The Rampant Lions Press Exhibition (2024), and solo shows by Freddie Yauner, Rachel M Butler, Tadek Beutlich and Laetitzia Campbell.

### **2025 | Digital Strategy Consultant, Centre for Computing History, Cambridge**

Provide digital and communications consultancy to grow audience engagement. Review existing activity, conduct audits and competitor analysis, and develop a practical digital strategy aligned with organisational goals. Advise on content creation, create social media templates and guidelines, and monitor analytics to produce recommendations for improving engagement.

### **2022–Present | Communications Consultant, Cavendish Arts Science, Cambridge**

Produce and manage social media content, including scheduling, monitoring and paid advertising across Instagram and Facebook. Write and distribute press releases, build partnerships and maintain industry relationships. Create content for websites and social channels, reporting on engagement and audience data.

### **2021–2022 | Researcher, Raumdeuter Radio, Gothenburg, Glasgow, Brussels**

Support the project manager in the design, development and delivery of research and evaluation. Communicate with partners across sectors to collate data. Represent Raumdeuter Radio online and at conference events. Produce evaluation documents for funders and contribute to research papers and publications.

### **2021–2023 | Freelance Digital Producer, Wysing Arts Centre, Cambridgeshire**

Schedule and publish content across social media platforms. Produce visual content including assets, GIFs, Instagram reels and video. Proofread copy, update the organisation's websites and ensure accessibility across digital content. Report at weekly digital meetings with senior team members.

### **2021 | Freelance Curator, Tramway, Glasgow**

Programme and coordinate projects for Tramway TV. Support artists through commissions and presentations. Manage logistics including scheduling, BSL interpretation, captioning, contracts, documentation and evaluation. Work with online systems and databases, developing curatorial interpretation with a focus on supporting LGBTQIA+, BAME, disabled and neurodivergent artists.

### **2021 | Freelance Curator, Hunterian Art Gallery and Museum, Glasgow**

Write proposals and budgets for board approval. Liaise with stakeholders, undertake artist research and manage commissions. Oversee logistics including transport, artist liaison and communications. Develop curatorial interpretation in line with artists' practices.

### **2017 | Festival Organiser, Femfest '17, Leeds**

Led all aspects of a three-day multi-arts festival at Hyde Park Book Club. Liaised with artists and participants, managing logistics including scheduling, suppliers, venues, funding, risk assessments and budgeting. Delivered front of house operations and managed volunteers. Developed the festival brand and produced all digital and printed materials.

Holly Rose O'Brien  
Programme & Marketing Manager

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### **2016–2017 | Project Assistant, East Street Arts, Leeds**

Supported project delivery and development of St Patrick's Studios Project Space. Undertook artist research, commissioning support and logistics management including transport, venues, contracts and funding applications. Contributed to organisational archiving and research.

### **Selected Curatorial Projects**

2023 | Curator, *Projections of Love*, Glasgow  
2022 | Producer, *Sidney* (Short Film), Manchester  
2021 | Curator, *a thing that remembers itself*, publication and exhibition, Glasgow  
2021 | Curator, *Song Dynasty III & Writing Workshop*, Hunterian Art Gallery, Glasgow  
2021 | Curator, GSA Showcase, Tramway TV, Tramway, Glasgow  
2020 | Curator, *To A Passer By*, Audio Artwork Series (Online)  
2017 | Curator, *Listen UP*, Basis Yorkshire Charity, Art Hostel Leeds  
2017 | Curator, *Femfest '17*, Hyde Park Book Club, Leeds

### **Selected Writing and Publications**

2021 | *a thing that remembers itself*, publication trio  
2021 | *puddles, piles of trash*, publication  
2015–2018 | Writer and Editor, *Yonica Zine*, Leeds

### **Talks, Workshops and Residencies**

2022 | Workshop Leader, *Recollection*, Studio Pavilion, Glasgow  
2022 | Resident, Studio Pavilion Summer Residency, House for an Art Lover, Glasgow  
2022 | Speaker, PUTSPACE Conference, Brussels (Raumdeuter Radio)  
2021 | Resident, Interdisciplinary Residency, Hospitalfield, Arbroath  
2021 | Speaker, *The Curator as a Reader*, University of Glasgow  
2021 | Speaker, *Sticking With Not Knowing*, Glasgow School of Art  
2018 | Workshop Leader, Zine-Making, Girl Gang events, Leeds

### **Education**

2020–2021 | MLitt Curatorial Practice, Glasgow School of Art (Distinction)  
2014–2017 | BA (Hons) English Literature, University of Leeds (2:1)

### **Training and Memberships**

2026 | Undertaking Associateship of the Museums Association (AMA)  
2026 | Axis Member  
2026 | ICOM Member  
2025 | Museums Association Member  
2022 | Committee Member, Strange Field, Glasgow  
2022 | Founder, HO.RR Curatorial Collective  
2019 | Adobe Premiere Pro Essential Training, Academy of Film, Fashion & Design (Online)  
2019 | Advanced Social Media Strategy, Syracuse University (Online)  
2019 | Social Marketing, Hootsuite (Online)  
2017 | 120 Hours CELTA Certificate, Centre of English Studies, Leeds