

WILL CHASE

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SUMMARY

15 years working on global communications strategy, content strategy, community engagement, writing and public speaking, with a track record of success. 13 years of art curation, event production and arts management consulting through Will Chase Arts. 13 years of project and product management in consumer software development.

EXPERIENCE

2017 – Present

OBSCURA DIGITAL

Head of Communications

I oversee external and internal communications for Obscura Digital, a world-class, cutting edge creative technology studio that creates entertaining, informative and educational experiences through interactive installations, large-format architectural projections, and immersive environments that generate a sense of awe and inspiration for live audiences.

Responsibilities include overall (internal and external) communications strategy and policy development, public relations, media outreach, media monitoring, publicity events, speaking opportunities, awards, website, social media, documentary video production, blog posts, concept pitch development, internal and external newsletters, and internal communications tools and information repositories.

2016 – 2016

MAKER MEDIA, INC.

Director of Content & Community

Responsible for developing and executing Maker Media's community development and communications strategy, with the goal of engaging, inspiring and activating the global Maker community through real-world and online participation. Working with leadership, editorial, event production, marketing, sales, growth and product development teams to maximize community engagement across Maker Media's products and communications channels. Laid off due to downsizing.

2002 – 2016

2009 – 2016

BURNING MAN PROJECT

Minister of Propaganda (Communications Manager)

Responsible for all of Burning Man's public-facing written communications, global communication strategy, community engagement, editorial standards, policy development and philosophical integrity. Editor-in-chief for the Jackrabbit Speaks newsletter, the Voices of Burning Man blog and the annual Afterburn Report. Content manager for all Burning Man websites and subdomains. Manager of Burning Man's social networking (Twitter, Facebook, Instagram and Pinterest) and the ePlaya BBS, where Burners connect online year-round. Lead Tour Guide for the External Relations Team (XRT), giving tours of Black Rock City and explaining Burning Man culture to visiting dignitaries. Regular speaker (talks, panels) on community engagement, the sharing economy, contexts for innovation, and fundraising strategy for creative projects.

2004 – 2009

Web Team Project Manager

Responsible for all aspects of project management to support the maintenance and development of Burning Man websites, including organizational systems, workflow processes and development policies.

2003-2008

ARTery Councilmember / Operations Manager (Volunteer)

In this volunteer role, oversaw the year-round team management and operational logistics for Burning Man's art department headquarters in Black Rock City.

2002-2003 **Assistant Art Curator (Volunteer)**
Created the Burning Man Material Culture Archive, a physical and digital archive of objects created by participants for the Burning Man event. Also responsible for working with artists who create large-scale art installations related to the Burning Man theme, ensuring they have optimum placement in Black Rock City.

2004 – Present WILL CHASE ARTS
Art Curation & Event Production Services
Curation and coordination of large-scale sculpture and artwork for music festivals (Treasure Island Music Festival, Symbiosis Gathering, Edwardian Ball, Sea of Dreams, Wisdom 2.0, Yuri's Night, etc.), art events, galleries and retail locations. Full-service event production management, live and silent auction management, stage management, and construction of large scale art installations (Panhandle Bandshell).

2009 – Present FIRESIDE STORYTELLING
Co-Founder, Producer, Emcee
Co-founder and manager of this popular monthly storytelling series, which invites six people to tell stories to a live audience on a selected theme, without notes or a script.

2001 – 2003 VIRGIN MOBILE USA
Product Development Manager
Managed the development of Virgin Xtras for Virgin cell phones, an application suite combining web, WAP, IVR, and SMS interfaces for server-based processing systems.

1998 – 2001 THE BRODIA GROUP
A leading technology provider to Fortune 500 companies, Brodia's technology was deployed by seven top-10 American financial institutions, including JP Morgan Chase & Co, Citibank, MasterCard, Discover, MBNA, Capital One, Provident and Wells Fargo.

2000 – 2001 **Sr. Director of Product Development**
Responsible for all product and project management for three major projects in The Brodia Platform e-commerce solution, including Wireless Services, Authenticated Payments and the Identity Management System. The Brodia Platform was targeted to large financial institutions and enterprises.

1998 – 2000 **Director of Product Development**
Built and managed a team of 20+ to design, develop and deploy Brodia's flagship, the JSP-based Personal Commerce Manager and Digital Wallet application suite, which was developed, branded, and hosted for seven of the top US financial institutions.

1996-1998 POSTLINEAR ENTERTAINMENT
Producer
Built and managed a team of 45+ to create *Vigilance*, a realtime 3D action adventure game for PC, published by SegaSoft, Inc. *Vigilance* featured solo, LAN, and online play on SegaSoft's gaming network (HEAT).

1995 - 1996 WILL CHASE CONSULTING
Business strategy and computer game development management for Digital Eclipse, Inc., Caps Software, Inc. and Hypnovista Software.

1991 - 1995 BERKELEY SYSTEMS, INC.
1993 - 1995 **Producer**
1992 - 1993 **Assistant Producer**
Products: After Dark 2.0, 3.0, The Complete After Dark CD-ROM, After Dark for DOS, More After Dark, The Totally Twisted Screen Saver, The X-Men Screen Saver, Marvel Comics Screen Posters, Star Trek Screen Posters, The Disney Collection Screen Saver, Star Trek: The Screen Saver (all Mac and Windows).

1991 - 1992 **Marketing Associate**

Product marketing, including retail channel partner relations, writing press releases for new product launches, script writing and performance of trade show demonstrations.

1991 - 1991

PC Technical Support Representative

Helped create and run the Windows Technical Support Department.

1989 - 1991

UNIVERSITY OF CALIFORNIA, BERKELEY

Student Professor of Public Speaking

Taught an undergraduate course on public speaking, together with an instructor. Gave lectures and conducted interactive seminars and workshops for classes of 25 students.

EDUCATION

University of California, Berkeley

B.A. in Rhetorical Theory and Practice, 1990

UC Berkeley Honor Students' Society member, 1988-1990