

# Brett Lazer

brettlazer@gmail.com, (631) 804-2883, [LinkedIn](#), [Portfolio](#), [www.artoffthewall.co](#)

## DIGITAL CONTENT MANAGER SUMMARY

- Digital Content Manager with 6+ years experience in content strategy, copywriting, SEO, and marketing communications
- Implemented social media strategy leading to 10-20% increase in impressions and engagement for Pomerantz LLP
- Launched YouTube channel that uses pop culture to bring art history to a broader audience
- Fluent Spanish speaker with a Ph.D. in Art History focusing on Spain and Viceregal Latin America

## WORK EXPERIENCE

### Pomerantz LLP

New York, NY  
05/2023 - Present

#### Content Marketing Manager

- Oversee content marketing efforts for securities class action law firm
- Developed new social media design and copy strategy leading to 10-20% increase in impressions and engagement on LinkedIn
- Ran Facebook ad campaign leading to three new corporate governance cases
- Edit bimonthly newsletter, maintain website content, and formulate RFP responses

### Callisto Media

New York, NY  
05/2022 - 10/2022

#### Manager of Copywriting

- Managed a team of five copywriters and five digital marketing designers creating twenty Amazon product pages per week
- Developed and implemented a streamlined approach to copy and design leading to 5-10% conversion increases on Amazon listings
- Edited and approved SEO-optimized marketing copy for company website, social media, sponsored brand videos, and trade newsletters
- Conducted A/B tests to gather data on product page performance

### Art Off the Wall

Alameda, CA  
06/2020 - 05/2022

#### Founder

- Created a digital media project that uses pop culture to explore concepts in art history
- Produced original written and video content that spans both contemporary and historical subject matter from a range of global cultural traditions
- Gained 7,500+ views and 130+ subscribers on [YouTube channel](#)

### FleetWit

New York, NY  
08/2017 - 05/2020

#### Head of Content

- Built a database of 80,000 high quality trivia questions across 200+ categories for mobile gaming app
- Hired and managed a team of 10 freelance writers to create and edit trivia questions
- Wrote marketing and UX copy and developed posts for company blog
- Established partnerships with leading trivia outlets in the US and UK

### Artsy

New York, NY  
11/2015 - 08/2017

#### Senior Contributor to the Art Genome Project

- Produced rich metadata for 10,000+ artists and artworks using Artsy's controlled vocabulary
- Researched contemporary and historic works of art to provide accurate commercial classification
- Wrote seven exhibition reviews for gallery shows listed on the website

### New York University, Department of Art History

New York, NY  
01/2014 - 05/2015

#### Adjunct Professor of Art History

- Taught two undergraduate lectures: "Art in Spain from El Greco to Goya" (2014) and "The Golden Age in Spain, Mexico and Peru" (2015)
- Created syllabi, lesson plans, and assignments; led visits to the Metropolitan Museum of Art

### The Frick Collection

New York, NY  
09/2013 - 12/2013

#### Curatorial Intern

- Researched the Frick's portrait of the Duke of Osuna by Francisco de Goya
- Used primary and secondary sources to chart the Duke of Osuna's activities in the 1790s
- Assisted the Senior Curator in developing a podcast interview about the painting

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## PUBLICATIONS AND PAPERS PRESENTED

- “More than Wood: Sculpture and Blasphemy in Seventeenth-Century New Spain”** 06/2024  
Colón Mendoza, Ilenia, and Lisandra Estevez, eds. *Polychromy in the Early Modern World: 1200-1800*.  
London: Routledge, 2024
- “More than Wood: Sculpture and the Inquisition in Early Seventeenth-Century New Spain”** 02/2016  
College Art Association
- “Roman Martyrs, Basque Merchants, and Baltasar de Echave Orio’s Search for Contemporary New Spain”** 10/2014  
Sixteenth Century Society Conference
- “Describing Las Meninas: Applications of Computer Text Analysis for Art History and Historiography”** 10/2013  
*Art History and the Art of Description*, Symposium held as part of the Mellon Research Initiative, Institute of Fine Arts
- “‘Un retrato muy al bivo’: The New World as Mirror of Basque Antiquity in the Work of Baltasar de Echave Orio”** 06/2013  
Latin American Studies Association

## EDUCATION

- New York University, Institute of Fine Arts** New York, NY  
Ph.D., History of Art, 2016  
M.A. History of Art, 2010
- Yale University** New Haven, CT  
B.A., *cum laude*, History of Art, 2007

## SKILLS

**Software:** Adobe Photoshop, Adobe Premiere Pro, Google Suite, Microsoft Office  
**Languages:** Spanish (Fluent), French (Highly Proficient), Portuguese (Proficient)