

CV 8.26

Artist Statement

Gina Palermo MacFarland is a versatile creative with decades of experience in marketing, graphic design, and applied arts. Her career blends entrepreneurship with corporate leadership, offering unique insights into everything from startup challenges to enterprise solutions.

"I am an all-around creative who sees the world differently. Blessed with inter-relating talents and a supportive upbringing, I was encouraged to push forward and visualize what's possible."

Marketing for large and small businesses and creating the assets for the projects. Graphic Design, Web Design, Photography & Editing, Video & Editing, One-Of-A-Kind Jewelry Design, Oil Painting & Interior Design.

Oil Painting

Over the years I have had several commissions and have a few collectors. My mother an artist/ Interior Designer mentored me from a young age.

Galleries

Black Mountain Variety, Black Mountain, NC 2026- current
Red House Gallery Black Mountain, NC 11/2025-3/2026
Bella Gallery, Black Mountain, NC 2018-2025

Jewelry

Working with gold, gold-fill, sterling silver and semi & precious stones to provide high quality work that is both unique and that will endure. This is sold currently at Black Mountain Variety and Narajade.com

Education

- Grant from The Atlanta Collage of Art, Atlanta High Museum 1972, Photography
- American Intercontinental University (formally The American College of the Applied Arts) in Atlanta, Georgia). Bachelor Applied Arts 1985
- Claudia Campbell - Oil Painting Spiritually 2015
- Bonnie Flood - Oil Painting Basics 2017
- Grace C. Bomer - Painting with Cold Wax 2023
- John C. Campbell Folk School, Sterling Foundations 2026

Professional

- **1972:** High School: As a Junior in high school granted a scholarship from the Atlanta College of Art which was then housed at the High Museum in Atlanta. The high school provided a darkroom and for the entire semester (6 months).
- **1981:** Northside School of the Performing Arts as the Directors Assistant, 500 students and 10 divisions. Began sewing costumes for the students, local Atlanta theatre and professional women. This funded my college education.
- **1987:** Architects Taylor & Williams as Office Manager and later Office Manager for a Development company gave opportunities for Interior Design. Organized an event with the American Institute of Architects, AIA, for a tour through the newly built IBM Building, Midtown, Atlanta for 1500 students and Architects.
- **1994:** Marketing Director for the Midtown Alliance, Organized many large events in venues around Midtown Atlanta as well as worked with Business Owners in the area. Worked with the Atlanta Journal Constitution for publications on the future of Midtown Atlanta. Worked with the Portman Group on organizing the RUDAT a study of Atlanta logistics for the Atlanta Olympics.
- **1992:** Started a small business manufacturing art gift items and sold to gift stores through the Atlanta and NY Gift Marts in juried areas. Sold to over 100 stores in the US and Internationally.
- **2000-2004:** With the soft economy and then event of 9/11, small businesses were failing, so I dissolved the Art Manufacturing and business worked for Thomas Eye Group full-time as Assistant to the Administrator. Oversaw all IT for 6 locations, Interior design of the Woodstock Location and the Surgery Center at St. Josephs Hospital, Atlanta. Worked with 6 locations Managers on Interior Design and IT issues. Updated the Website with an outside vendor.
- **2005-2009:** IHG (InterContinental Hotels Group) In-House Creative in the Atlanta office, servicing 100 people world-wide to create assets for projects that were underfunded and could not be given to the preferred Advertising Agencies. Worked on all brands that IHG had at the time, Holiday Inn, Holiday Inn Express, Staybridge Suites, Intercontinental Hotels, Hotel Indigo, Crown Plaza, Candlewood Suites, Holiday Inn Club Vacations and Kimpton. Photography, Web Landing pages, Video as well as special website projects. Created video assets for internal facebook type applications to showcase advertising for properties. Photography for events, corporate gatherings and individual internal advertising.
- **2011- Present:** With the great recession IHG asked me to be a Vendor. I incorporated Pro Motion Online, Inc. and became a preferred vendor for IHG. As an independent corporation my services were expanded to outside clients and continue to present. Websites, web landing pages and graphic arts for the web, photography & editing, video & editing, graphic design for web and print on multiple media platforms. My corporation was dissolved in 2017 but I continue this work as a DBA entity.