

## Creative Capital Appoints Aliza Sena as Director of Digital Content



**New York, NY (March 28, 2022)** — Creative Capital has named **Aliza Sena**, Director of Digital Content, beginning a new chapter in Creative Capital's audience engagement. This new role will lead the conceptualization and strategy for inspirational storytelling, content strategy, social media, and evolving a compelling voice that expands Creative Capital's global community. In addition, the role will be essential to buttressing fundraising efforts to ensure that there is exciting, interesting, and engaging online and analog content that reflects its values amongst the artist-led community, partners, donors, and the public.

Christine Kuan, President and Executive Director, said, "Aliza brings to Creative Capital a rich understanding of audience development, expertise in amplifying artists' voices and projects, and experience cultivating new supporters of contemporary art. Our grants, initiatives, and artists will benefit enormously from her wide-ranging creative strategies for people who love innovative ideas."

"I am delighted to join Creative Capital at this important moment," said Aliza. "Developing a strong digital strategy is crucial for communicating about the organization's many successes. Creative Capital has fantastic stories to tell, and I am excited to bring them to life in meaningful and engaging ways. By elevating its online presence, Creative Capital can better highlight artists' voices and support artistic communities worldwide."

Before joining Creative Capital, Aliza was the Digital Content Director at Matthew Marks Gallery. She has produced videos and digital content for the Whitney Museum of American Art, MoMA PS1, The Metropolitan Museum of Art, and Aperture Foundation. Previous projects include the award-winning online feature, #MetKids, digital content strategies for exhibitions such as the Whitney Biennial and *Vida Americana: Mexican Muralists Remake American Art*, and videos featuring artists including Pope.L, Liza Lou, Jason Moran, Kevin Beasley, and Nick Mauss. Aliza holds a BA in Art History from Brandeis University, and has also completed the Princeton University AlumniCorps's Emerging Leaders program.



## About Creative Capital

Creative Capital is a nonprofit organization whose mission is to fund artists in the creation of groundbreaking new work, to amplify the impact of their work, and to foster sustainable artistic careers. Awardees include luminaries such as: Theaster Gates, Simone Leigh, Kristina Wong, Lorraine O'Grady, Titus Kaphar, Mel Chin, Jesse Krimes, Taylor Mac, Cory Arcangel, Maggie Nelson, and Hasan Elahi. Founded in 1999, Creative Capital pioneered a transformative grantmaking model that marries direct funding to individual artists with infrastructure and scaffolding support. Our pioneering efforts have impacted not just artists, but the arts ecosystem as a whole. The Creative Capital model of philanthropy has inspired countless other nonprofits investing in the long-term, sustainable careers of artists. More than 75% of our recent awardees are Black, Indigenous, Latinx, Asian, or artists of color representing a wide range of age groups, artistic disciplines, and regions. Our awardees have received prestigious honors and other accolades, including: 127 Guggenheim Fellowships, 19 MacArthur "Genius" Fellowships, 3 Academy Awards and 14 nominations, and 1 Booker Prize. [www.creative-capital.org](http://www.creative-capital.org)