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**Georgina Goodlander**  
**Web and Social Media Content Manager**

Georgina Goodlander became the Web and Social Media Content Manager in 2011. She is responsible for developing and implementing the museum's strategy for online outreach through social media, email marketing, websites and other digital media. She is also coordinator for the groundbreaking exhibition *The Art of Video Games*, which opens at the museum March 16, 2012. In 2009, Goodlander received the Smithsonian's first annual Secretary's Award for Excellence for Innovative Spirit.

From 2006 to 2011, Goodlander served as the Interpretive Programs Manager of the museum's Luce Foundation Center for American Art. The Luce Foundation Center is an innovative public space that was conceived as part of the museum's extensive renovation, which was completed in 2006. She was responsible for all operations of the center, including developing a regular schedule of public programs, updating interpretative information, maintaining audiovisual installations and supervising staff. She oversaw the creation of an extensive audio tour as well as two innovative alternate reality games, *Ghosts of a Chance* and *Pheon*. From 2004 to 2006, she served as a project manager and research assistant during the development of the center.

Goodlander earned a bachelor's degree in Visual Communication (Illustration) from the Glasgow School of Art in Scotland (2001). She also spent a year in Songjiang, China teaching English (2002–2003).

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