

## **Statement of Purpose**

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Johns Hopkins University  
Zanvyl Krieger School of Arts and Sciences  
Museum Studies, Master of Arts

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A native of Olongapo and autodidactic food historian, I am Flerine Cruz, an award-winning communications strategist and aspiring museum professional trusted by [clients](#) worldwide for my public relations counsel and expertise. My strategic [approach](#) results in volumes of press coverage evolving cultural sites and landmarks into sought-after travel destinations. Since my early days as the assistant archivist of the Onslow County Museum in Jacksonville, North Carolina, I am motivated by a charged responsibility to amplify unsung narratives with monument and [honor](#). Inspired by a deep interest in precolonial Philippine history and a fervent passion for heritage conservation, I look forward to expanding [my American role](#) as a storyteller and [cultural preservationist](#). In pursuing a Master of Arts degree in Museum Studies at Johns Hopkins University (JHU), my primary objective is to innovate museum strategies and communications through more targeted and intentional exhibition design, education, and programming for a new generation. My personal mission is to grow in thought-leadership as a spokesperson of indigenous stewardship through art, artifacts, events, and program curation.

A review of my resume will narrate the results of my pitching prowess, designing public relations strategies that turned headlines into press clips for my clients, and press clips into histories of their brands. I enhance my cultural acuity learning from specialists like historian [Felice Prudente Sta. Maria](#) and filmmaker [Ken Burns](#), while maintaining relationships with my

bicoastal communities. Visionary goals for my future include: producing short-form documentaries for museum exhibitions, designing impactful spatial stories that influence visitor engagement beyond museum walls, curating programs that will engage with unexpected communities, and developing an in-demand creative team of producers that museums will commission to build bold and resonant visitor experiences. Applying theory to practice, I also intend to motivate local and national governance organizations to erect visible historical markers in every locale where Filipinos have contributed to American history and progress.

From traveling and hosting press trips in Japan and the Caribbean to securing press coverage in top tier national media outlets, I've accrued a decade of global fieldwork filled with heritage stories, field notes, and artifacts that narrate my spatial design aspirations. I am now well-positioned to integrate my personal and professional history into an immersive Museum Studies program that will propel my production plans into highly-visited sites of heritage and culture. As an MA candidate, I will calibrate my skills, knowledge and expertise for an ever-evolving museum landscape. I'm excited to apply these towards an innovative future – meeting the anticipated demands and challenges now emerging in local, national, and global markets. Opportunities to learn from JHU faculty like [Jon West-Bey](#), [Redell Hearn](#) and [Seba Suber](#) will enrich my savvy in operational systems, expand my technological proficiency, advance my expertise in multimedia communications, and sharpen my business acuity. I selected this advanced academic program because I trust its collective consciousness to build, preserve, and reimagine museum strategies and practices.

Following the completion of my master's program, I will invest several years (perhaps decades) developing a portfolio filled with my designs and productions of spatial stories, exhibition sites, and programs. I will eventually pursue my PhD in Anthropology, specializing as

a socio-cultural anthropologist with research interests in human, environmental, and metabolic infrastructures of transnational trade.

Embodying the incumbent role of student, my Krieger cohort and JHU campus community will be privileged to harvest perspectives from my lived experience and background as a: humanitarian Mt. Pinatubo refugee and immigrant, parent multitasking through a pandemic, media and communications professional, artist and musician, multilingual worker with a multinational upbringing, daughter of the US Marine Corps and US Navy, and Carolina Tar Heel reckoning with her alma mater's Confederate past.

Imagining myself as a future alumna, I envision JHU's Krieger School of Arts and Sciences developing an exceptional PR reputation. As I harness cultural moments to permeate its legacy, I am confident that JHU will ascend the ranks, evolving into the most competitive museum studies program in the nation. I will be honored to position the program as an incubator of experts and paradigm shifters. As my museum [portfolio](#) grows with milestone exhibits and programs, so will JHU's record of press mentions. Because of my deepening media relationships, press opportunities will manifest in every aspect of my career, lifestyle, productions, and communities.

In its recent report, the U.S. Bureau of Labor Statistics anticipates an 11% growth in the museums and historical sites sector from 2019 to 2029, while only 3% of museum professionals in leadership positions currently represent the AAPI community according to the Association of Art Museum Directors (2019). The time is now for Johns Hopkins University's Museum Studies graduate program to sharpen my vision and strengthen my capabilities to influence a new generation with intention, perspective, and strategy.

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