

Kyle Hall

435 W. Spazier, Burbank, CA 91506 • 646.418.6184 • kylehall@me.com • KyleHallCreative.com

OVERVIEW

Visionary creative marketer with over 20 years of experience generating revenue, growth and enthusiasm for the arts. Expert in translating essential ideas into compelling stories, identifying artistic partners and collaborating with diverse teams to deliver data informed creative solutions that connect audiences to the art that moves them.

Marketing Consultant, 2021-2022

Independent contract work specializing in live entertainment and immersive experiences for institutional and commercial producers on both coasts. Services include: interim management, marketing strategy and planning, media buying, social media management, content creation, copy writing, and strategic partnership development.

Clients:

- Oregon Shakespeare Festival, Ashland, OR
- BroadStage, Santa Monica, CA
- *A Forest for the Trees*, Los Angeles, CA
- *Escapism*, New York, NY

Center Theatre Group, Los Angeles, California, 2015-2020

Conceived, created and implemented emotionally compelling creative campaigns in support of one of the nation's most respected institutional theatres and its productions at the iconic Mark Taper Forum, Ahmanson and Kirk Douglas theatres generating annual ticket revenues of \$45,000,000+.

Creative Director, 2017-2020

- Led design conversations with world class theatre artists and producers – including Scott Rudin, David Henry Hwang, Phylicia Rashad, Joe Mantello, Ruben Santiago-Hudson, Paula Vogel and Sting.
- Identified, engaged and collaborated with external vendors – including photographers, videographers, directors, illustrators and animators.
- Conceived and directed all marketing photo and video shoots.
- Ensured adherence to branding guidelines for national tours of *Dear Evan Hansen*, *Fun Home*, *Come from Away*, *Ain't Too Proud*, *The Curious Incident of the Dog in Night-time* and others.
- Generated institutional collateral conveying company's mission and programming – including fundraising, season subscriptions and community outreach.

Marketing Director, 2015-2017

- Developed and executed 360° marketing and sales plans for over 40 theatrical productions.
- Led team of direct internal reports and the agency of record in implementation and timelines of creative strategies for building and maintaining audiences.

AKA, New York, New York, 2012-2015

Architected fully integrated, story driven campaigns for global leader in arts marketing fueling exponential revenue gain for Broadway, Off-Broadway and institutional clients.

Account Supervisor

- Drove agency's internal creative process with copywriters, graphic designers, and creative directors.
- Led team of account managers, coordinators and interns.
- Representative clients:

Institutional

- Vineyard Theatre
- The New Group

Broadway and Off-Broadway / Regional

- *Spider Man: Turn Off the Dark*
- *Bull Durham* - world premiere
- *The Great Comet*
- *Living on Love*

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SPOTCO, New York, New York, 2006-2012

Oversaw campaigns for one of New York's premiere theatrical advertising agencies promoting more than 30 Broadway and Off-Broadway productions.

Account Executive

- Collaborated with internal designers, copywriters and art directors to ensure theatrical and storytelling cohesion across all platforms.
- Led weekly design and creative strategy presentations for agency clients with daily reporting to lead producers.
- Representative clients:

Institutional

- Roundabout Theatre Company
- New York Botanical Gardens

Broadway and Off-Broadway / Regional

- *Sondheim on Sondheim*
- *Anything Goes*
- *Blue Man Group*
- *Radio City Christmas Spectacular*

ABOUT FACE THEATRE, Chicago, Illinois, 1995-2001

Co-founded and provided artistic leadership for nationally recognized, Chicago based theatre company dedicated to advancing the dialogue on gender and sexuality through theatre and youth advocacy – now in its 27th season.

Co-Founder and Artistic Director

- Developed new works and previously produced scripts for main stage productions – including collaborations with Pulitzer Prize winners Michael Cunningham, Moises Kaufman and Doug Wright and Tony Award winners Mary Zimmerman and Frank Galati.
- Created the nationally renowned About Face Youth Theatre and Educational Outreach Tour.
- Oversaw all aspects of brand identity including logo, subscription campaigns, key art, print ads, online media, direct mail, branded apparel and off-site promotions.

ACTOR, 1995-2005

Broadway/Off-Broadway: Tony Award-winning *Metamorphoses*, *The Notebooks of Leonardo da Vinci*

Regional: The Goodman Theatre, Steppenwolf, McCarter Theatre, Berkeley Repertory Theatre, Seattle Repertory Theatre, Hartford Stage, Kansas City Repertory

EDUCATION

Northwestern University, Evanston, Illinois

- Master of Arts, Performance Studies
- Bachelor of Science, Theatre

School of Visual Arts, New York, New York

- Photoshop
- InDesign
- Illustrator