

Kyle Hall

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OVERVIEW

Creative marketing leader with 20+ years of experience generating enthusiasm for arts and culture. Highly skilled in compelling storytelling, strategic collaboration, and audience engagement across multimedia platforms.

Marketing Consultant, 2021–Present

Partnered with institutional and commercial producers on both coasts to provide interim creative leadership in live entertainment and immersive experiences. Services included style guide development, copywriting, content strategy, media buying, and strategic partnerships.

Clients:

- Perelman Performing Arts Center | PAC NYC, New York, NY
- Oregon Shakespeare Festival, Ashland, OR
- Skylight Theatre, Los Angeles, CA
- *Escapism*, New York, NY
- BroadStage, Santa Monica, CA
- LaMirada Theatre, LaMirada, CA
- *A Forest for the Trees*, Los Angeles, CA

Center Theatre Group, Los Angeles, CA, 2015–2020

Led the development and execution of emotionally compelling creative campaigns for one of the nation's largest and most respected institutional theatres, supporting productions at the iconic Mark Taper Forum, Ahmanson Theatre and Kirk Douglas Theatre, generating annual ticket revenues exceeding \$45 million.

Creative Director, 2017–2020

- Led design and copy conversations with world-class theatre artists and producers including Phylicia Rashad, Joe Mantello, David Henry Hwang, Scott Rudin, Ruben Santiago-Hudson, Paula Vogel, and Sting.
- Identified, engaged, and collaborated with external vendors including photographers, videographers, directors, illustrators, and animators.
- Conceived, scripted, and directed all marketing photo and video shoots.
- Maintained brand consistency for national touring productions including *Dear Evan Hansen*, *Fun Home*, *Come from Away*, *Ain't Too Proud*, and *The Curious Incident of the Dog in Night-time*.
- 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 a team of internal staff and the agency of record in implementing and scheduling creative strategies to build and retain audiences.

AKA, New York, NY, 2012–2015

Created fully integrated, story-driven campaigns for a 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 a team of account managers, coordinators, and interns.
- Selected 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, NY, 2006–2012

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

Account Executive

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

Institutional

- Roundabout Theatre Company
- New York Botanical Gardens

Broadway and Off-Broadway / Regional

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

ABOUT FACE THEATRE, Chicago, IL, 1995–2001

Co-founder and artistic leader of a nationally recognized, Chicago-based theatre company dedicated to advancing dialogue on gender and sexuality through performing arts and youth advocacy—now in its 30th 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, Moisés Kaufman, and Doug Wright and Tony Award winners Mary Zimmerman and Frank Galati.
- Created and launched the nationally acclaimed About Face Youth Theatre and Educational its Educational Outreach Tour, empowering LGBTQ+ youth through performance and activism.
- 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, IL

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

School of Visual Arts – New York, NY

- Photoshop
- InDesign
- Illustrator

TECHNICAL SKILLS

- Photoshop
- InDesign
- Illustrator
- Canva
- Microsoft Office
- AirTable
- Slack
- Google Workspace