

## MICAL HUTSON

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Digital Portfolio: <http://rinnietin.com>

Writing & Video Production Sample: <https://bit.ly/2VGS2zy>

### AREAS OF EXPERTISE:

Strategic Planning • PR and Media Relations • Strategic communications – Press Releases • Advertising: Digital & Print • Social Media Campaigns • E-news • Videography & Photography (former arts columnist and photographer) • Content Marketing • Website Management • Public Relations • Budgeting & Reporting • Recent Graduate of Cornell's Digital Marketing Program • Create and manage thriving projects and teams • QuickBooks & Excel accounting and budgeting

### SOFTWARE EXPERTISE:

WordPress • Adobe Premiere Pro • Adobe Photoshop • Keynote • Adobe Acrobat DC • Adobe InDesign • Microsoft Excel • Google Analytics • Google AdWords • Social Media Ad Manager • Hootsuite • CRM: Salesforce/Patron Manager/Tessitura • QuickBooks • Google Tag Manager • Facebook Business Manager and Analytics

## Experience

### *Portland Stage*

**Director of Marketing & Communications** | August 2019 - Present

Stepped in mid-season into a marketing plan that was 90% spent and planned. It was one that was not working, so I believe so far that my biggest contribution has been bringing all the videography, photography, graphic design and editing inhouse with my expertise and hiring exceptional talent to round out our team, exponentially expanding our reach with the same expense as we entered into a capital campaign.

Before COVID-19 hit, Portland Stage was experiencing its highest revenue in its' history after a several year-long slump.

**(Aug 2019 – Jan 2020: Served as Marketing Consultant for the Portland Symphony)**

### *Portland Symphony Orchestra*

**Director of Marketing & Communications** | September 2016 - August 2019

Achieved record-breaking ticket sales growth of 10% first year, 12% second year. Responsible for all marketing including planning, budgets, print materials, print, radio, TV, digital, social media, website and PR. Led new branding/website. Led the transition to Tessitura. Hire, train and manage staff and volunteers. Led the transition to new website presence & branding.

- Created website that integrates storytelling & original content creation
- New website users increased 87.65 % last year
- Facebook follows increased 8% last year
- Social media exposure increased 365% last year
- Strategized full organization-wide communications plan for season – both marketing, development and education.
- Communications: e-news, press releases, social media, create video storytelling, website management
- Achieved record-breaking ticket sales growth of 10% first year, 12% second year
- Strategic planning, and budgeting
- Marketing execution: direct mail, onsite event, print ads, radio, TV, digital, social media, website.
- Hired, train & manage staff of 3 and volunteers, and oversee outside contractors, as well as oversee the box office experience and integration.
- Led the transition to new CRM database – Tessitura
- Sales and publicity reports for the board

### ***Portland Symphony Orchestra***

***Patron and Media Relations Manager | January 2016 - September 2016***

- Box Office & Patron Liaison
- E-newsletters
- Graphic Design for social media
- Managed patron experience
- Promoted to Director of Marketing within 9 months.
- Social media
- Website editor (WordPress)

### ***Steamboat Symphony Orchestra & Arts Council***

***Executive Director | January 2014 – June 2015***

Revived a financially troubled orchestra to lead its most profitable and inspiring season in its 20-year history through PR, content creation marketing, strategic planning, team building, operations management, budgeting and financial analysis. Increased number of community

member experiences by 300% in one year and pulled it out of debt with renewed donor confidence.

### **Buffalo Creek Land & Cattle, LLC**

**Business & Marketing & Stables Manager** | January 2000 – September 2011

Managed business development and marketing for this start-up working cattle and sportsman's guest ranch. Managed budgets, accounting systems and created strategic marketing plans. Managed stables and hospitality staff of this multi-location conglomerate including an Orvis endorsed retail and guide store. Quickly featured on several TV shows, and in coffee table books, including *The 50 Most Luxurious Guest Ranches in North America*.

Also led horseback rides on the 25-square acre ranch teaching sound ranching and environment practices.

### **New Moon Rafting**

**Owner & Operator** | 1997 – October 1999

Secured government land contracts to operate a whitewater rafting and fishing guiding company through Routt National Forest Wildlife area and on the Colorado. Guided guests sharing a wilderness experience and education. I also ran a swift water rescue and boat guiding school.

## **CURRENT MARKETING STATS:**

### **Director of Marketing & Communications, Portland Symphony Orchestra | \$3.3 million – 3.5 years**

- Created website that integrates storytelling & original content creation
- New website users increased 87.65 % in one year
- Facebook follows increased 8%
- Social media exposure increased 365%
- 4 Pops doubles = 8 concerts per year | 12 Holiday Magic concerts | 9 classical concerts, 2 are doubles = 11 concerts – Sunday, Tuesday and Classical Complete
- PR
- Responsible for all marketing including planning, budgets, print materials, print, radio, tv, social media, photography, video production, program books
- Responsible for marketing education – 3 discovery concerts; 2 youth concerts; 300 Kinderkonzerts
- Smart, mature and experienced

- Achieved 10% growth in ticket sales in first year, each successive year has been record-breaking in one or more key areas as well as overall sales growth and revenue.
- Redesigned department job descriptions at turnover. Oversees and hired/trained Group Sales Manager & Patron Services Manager, Ad sales person, Graphic and Digital Media Designer, and oversees independent contract public relations, graphic designers, and telemarketing company.
- Oversees the Box Office using Tessitura
- Led rebranding – graphics are more open and exciting
- Use strong messaging
- Forged more media relationships in the area
- Direct mail, in-house calls made before handing over to telemarketing – increased renewal rates
- Led the transition to Tessitura (CRM database for box office and two owner orgs)
- Direct mail, print ads, radio, Google Adwords, paid and free digital advertising

#### **Executive Director, Steamboat Symphony Orchestra, 1 ½ years**

- Orchestra's debt was equivalent to one year's operating expenses and donations had halted. Started as consultant.
- The only professional orchestra in a mountain town.
- Went from 2 professional concerts to 6 in one season
- 300% gain in the bottom line from donations increase, expense control and higher event profitability and building community support