



Mical Hutson

Marketing & Communications Director - Senior Leadership Team

 Brevard, NC, 28712

 (207) 283-5007

 micalhutson@gmail.com

I'm a bold marketing leader with over two decades of experience transforming nonprofits from near-closure to record-breaking seasons and forging partnerships that amplify reach and results. My approach fuses data-driven strategy with creative storytelling, energizing cross-functional teams to boost audience engagement, revenue, and brand loyalty. Whether rebranding a symphony, **leading website overhauls**, or launching multi-channel campaigns in the performing arts, I thrive on delivering impactful solutions that resonate with real people. I'm eager to bring this hands-on, mission-focused expertise to a role where I can champion fresh ideas and maximize end-user engagement—ultimately helping organizations and their employees thrive.

Websites, Portfolios, Profiles

- micalcreates.com
- portlandsymphony.org
- <https://www.linkedin.com/in/micalhutson/>

Skills

- **B2B Marketing & Engagement**
- **Strategic Planning & Collaboration**
- **Stakeholder Presentations & Client Relations**
- **HTML & CSS (Basic/Working Knowledge)**
- **Digital Innovation & Automation**
- **Data Analysis & Reporting**
- **Project Management & Execution**
- **Cross-Functional Leadership**
- **Branding & Creative Messaging**
- **Copywriting & Content Creation**
- **Campaign Strategy & Execution**
- **Email Marketing Automation**

2024-07 - Current

- End-User Engagement & Retention
- B2B Marketing & Engagement



Work History

- **Director of Marketing & Communications (Sr. Leader)**

Brevard Music Center, Brevard, NC

- **Unified Siloed Communications:** Centralized all marketing and communications efforts (previously split among Development, Education, and the President's office) under one cohesive strategy. Now oversee and create content for donor outreach, recruitment campaigns, social media (including the President's channels), regional e-blasts, and cross-organizational marketing collateral.
- **Data-Driven Digital Campaigns:** Overhauled an incomplete analytics infrastructure—where tracking pixels were partially absent—and integrated advanced analytics tools to measure user engagement and conversions more accurately. Leveraged CRM audience uploads, lookalike targeting, and creative automation for Education recruitment campaigns, significantly boosting application rates and cost efficiency.
- **Innovative Content & Design:** Conceptualized and produced high-impact video ads for Development's car raffle and other fundraising initiatives, using each marketing opportunity to reinforce brand awareness and showcase the institution's mission and achievements.
- **Pricing & Revenue Optimization:** Led a comprehensive repricing strategy for concerts and programs, analyzing five years of sales data to optimize seat zones and product offers. Improved ticketing efficiency and revenue streams by aligning price points with audience demand and market trends.
- **Departmental Restructuring & Vendor Management:** Eliminated a \$55K annual contract with an external management firm, building an in-house marketing team for greater control, consistency, and cost savings. Introduced modern tools (like Feathr for geofencing and retargeting) and partnered with higher-caliber designers to elevate the brand's creative output.
- **Collaboration & Stakeholder Influence:** Provide regular presentations to senior leadership and the board, using performance metrics and engagement data to shape strategic decisions, secure budget allocations, and align cross-departmental marketing efforts toward shared growth objectives.

- **Strategic Marketing Lead (consultant)**

Charlotte Symphony Orchestra, Remote

Served as Strategic Marketing Lead (Consultant) from July 15–December 31, ensuring continuity and execution of a comprehensive marketing plan during leadership transition.

- **Supervised** a six-person marketing team, tracking performance metrics and offering continuous guidance to maintain campaign momentum and achieve key milestones.

2024-07 - 2024-12

- **Provided** strategic counsel to the CEO and board of directors, analyzing data-driven insights to refine marketing initiatives and support organizational goals.
- **Conducted** employee performance evaluations, fostering professional development and team cohesion through transparent feedback and clear objectives.
- **Represented** the marketing function in board meetings, aligning operational decisions with overarching business strategy and governance priorities.

VP, Marketing & Audience Development

Charlotte Symphony Orchestra, Charlotte, NC

- **Secured a \$5 million Knight Grant** for digital transformation and expanded storytelling, leading to new immersive concert experiences and broader audience engagement.
- **Led a complete rebrand** by obtaining a \$60,000 donation package, unifying the visual identity with organizational values and strategic goals.
- **Orchestrated high-impact product launches** (including a mobile stage, new Music Director promotion, and a \$50 million capital campaign), resulting in favorable press coverage and notable revenue growth.
- **Ensured consistency and quality** across all marketing collateral—copy, images, videos, emails—by establishing clear brand guidelines and content workflows.
- **Built strong influencer relationships** to amplify brand reach and bolster strategic partnerships within the performing arts community.
- **Developed data-driven ROI tracking** and analytics processes, enabling continuous improvement in marketing campaigns and informed decision-making.
- **Crafted strategic communications plans** that elevated brand visibility and audience engagement across multiple channels.
- **Exceeded content quality expectations** by personally contributing professional photography and videography, enhancing the organization's visual storytelling.
- **Expanded brand visibility and community engagement** through innovative concert offerings and robust partnerships with local and national stakeholders.
- **Managed multi-million dollar budgets responsibly**, optimizing cost savings while aligning resources with priority initiatives.
- **Championed DEI efforts** to foster collaboration among teams and ensure inclusivity within organizational culture.
- **Promoted to lead a Knight Foundation-funded initiative** designing and producing a new immersive concert series (MERGE: SYMPHONIC X ELECTRONIC), set to debut in May.
- **Supported a \$50M capital campaign** for CSO, leveraging targeted marketing and communications strategies that helped secure \$45M in donations within 18 months.

Director of Marketing & Communications

Portland Stage, Portland, ME

- **Supported a \$6.4M capital campaign** by reorganizing marketing staff to incorporate video and design initiatives. Personally developed key messaging and collateral, helping reach 75% of the fundraising goal by July 2022.
- **Spearheaded an in-house rebrand** by restructuring the budget for greater organizational benefit, revamping the brand identity across all programs.
- **Managed PR efforts**, driving a 64% increase in media mentions and securing a feature on PBS NewsHour.
- **Boosted social media reach by 80%** and increased video views by 1,515% in the first year through targeted content strategies and innovative storytelling.
- **Leveraged government relief funds** to employ a part-time archivist, preserving the organization's history and cultural assets.
- **Led the design and launch of a new website**, showcasing the institution's legacy, performances, and programs in a dynamic, user-friendly format.
- **Enhanced visual storytelling** through cost-effective, high-quality photography and videography, elevating audience engagement and brand consistency.
- **Directed, edited, and produced** five-camera MainStage theater productions—the first to stream behind a paywall under Equity Union rules—contributing to the organization's prominent feature on PBS NewsHour.

● Director of Marketing and Communications

Portland Symphony, Portland, ME

- **Directed** marketing and communications to elevate brand visibility, expand audience reach, and drive revenue growth through strategic promotions.
- **Collaborated** with internal stakeholders and external agencies to develop a new brand identity—encompassing logo, visual elements, and messaging framework—that increased ticket sales and subscription renewals by 10%.
- **Spearheaded** a website redesign and digital marketing initiatives, resulting in a **200% boost in website traffic** within the first year and significant gains in conversions.
- **Restructured** the marketing team by defining new roles, hiring top talent, and creating workflows that aligned with organizational objectives—improving overall team performance.
- **Managed** cross-functional teams to execute well-coordinated campaigns, events, and PR strategies, enhancing the company's reputation and audience engagement.
- **Regularly presented** key marketing insights and recommendations to executive leadership, ensuring alignment with broader business goals.
- **Contributed** to a \$6.5 million capital campaign as part of the leadership team, helping secure timely funding and project success.
- **Negotiated** favorable contracts with vendors and agencies, reducing costs while maintaining high-quality standards for deliverables.
- **Mentored** junior staff in modern marketing methods, fostering a culture of innovation, continuous improvement, and professional growth.

2014-01 - 2015-01

- **Developed** targeted content and promotional materials to drive audience engagement and optimize conversion opportunities.
- **Oversaw** rebranding efforts that elevated corporate identity and improved brand perception among stakeholders.
-

Executive Director

Steamboat Symphony Orchestra, Steamboat Springs, CO

- **Revitalized** an organization on the brink of closure, achieving a **300% increase in profitability** within 18 months by cutting costs, reorganizing operations, and leveraging free publicity.
- **Transformed** the orchestra's finances from debt to sustaining a year's worth of operational funds, tripling the number of concerts and consistently selling out performances.
- **Managed** marketing, public relations, orchestra personnel, design, and accounting until additional staff were hired, ensuring continuous operations and strategic growth.
- **Utilized** data-driven metrics to pinpoint areas for improvement, implementing targeted interventions that optimized program outcomes and audience engagement.
- **Developed** strategic partnerships with key stakeholders—including nonprofits, businesses, and government agencies—to expand reach and revenue streams.
- **Led** successful fundraising campaigns, securing vital resources that fueled new program development and organizational expansion.
- **Aligned** departmental vision and goals with broader organizational strategy, consistently exceeding performance targets.
- **Overhauled** the website to enhance user experience, significantly increasing web traffic and strengthening the organization's online presence.
- **Introduced** innovative marketing strategies that elevated brand awareness, boosted revenue, and fostered deeper community involvement.
- **Strengthened** internal communication channels to promote cross-functional collaboration and swift decision-making.
- **Oversaw** financial management, maintaining fiscal responsibility, negotiating favorable vendor contracts, and ensuring long-term sustainability.
- **Advocated** for the organization's mission through top-tier media interviews, bolstering public reputation and stakeholder support.
-

2000-01 - 2014-05

Business, Stables General Ranch Manager

Buffalo Creek Land And Cattle, LLC, Rand, CO

- **Led Branding & Marketing** for a multi-faceted ranch operation, designing a cohesive visual identity, creating a user-friendly website, and developing promotional materials to drive engagement and revenue.
- **Managed Cross-Functional Operations** for over 300 cow/calf pairs, including budgeting, vendor relations, and compliance with safety

- protocols—ensuring efficient day-to-day performance.
- **Developed Employee Handbook & Training Programs** to standardize processes, enhance staff productivity, and foster a positive work environment.
 - **Streamlined Data & Record-Keeping** by implementing robust financial, inventory, and operational tracking systems, improving accuracy and decision-making.
 - **Oversaw Team of Ranch Staff** , providing leadership, performance feedback, and skill development opportunities across livestock care, equipment maintenance, and customer service.
 -



Education



Biology

Truman State University - Kirksville, MO



Certifications



Digital Marketing Certificate (Cornell University, 2019, 4.0 GPA)



Google Analytics & Google AdWords Certified (2021)



Software



Content Management Systems (CMS): WordPress



Adobe Creative Suite: Adobe Lightroom, Photoshop, InDesign, Premiere Pro, Audition, After Effects, etc. .



Microsoft Office Suites, including Excel



Project Management Platforms: Asana, Hive, Basecamp, Slack, Trello,



CRM Platforms: Salesforce, Tessitura, Audience View, Blackbaud products



Analytics Tools:: Google Analytics, Facebook Insights, LinkedIn Insights



Email Marketing (MailChimp, Wordfly, Constant Contact, Emma)



Communication and Collaboration Platforms: Microsoft Teams, Google, Slack, Zoom, FaceTime



Digital Marketing: Google Ads, Analytics, Meta Business Platform, Feathr



PR Newswire, Meltwater



Video Editing: Adobe Premiere Pro, Final Cut Pro, Audition