

KAMI TERRY PAUL

4344 Apple Blossom Lane, Cedar City, Utah 84721
435.327.8221 KamiTerryPaul@gmail.com Kpaul@bard.org

KEY QUALIFICATIONS

- Current Marketing and Communications Director for the Utah Shakespeare Festival, a regional theatre with a budget of over \$7 million dollars and over 130,000 patrons annually. 16 years of professional experience.
- MBA degree from Southern Utah University completed in 2007.
- Business Administration/Marketing graduate from the John B. Goddard School of Business and Economics at Weber State University, Ogden, Utah, May 2001. Designated as the Outstanding Graduate in Marketing and as a Goddard Scholar (one of the top ten graduates in the school of business).
- Public speaking and leadership skills gained through involvement in several different chapters of Toastmasters International.
- Excellent teamwork, communication, budgeting, and computer skills, including Theatre Manager ticketing/donation software.

EXPERIENCE

- Marketing and Communications Director, Utah Shakespeare Festival, Cedar City, Utah. 2015 to present (Marketing Director from 2007 – 2015).
Responsibilities include:
 - ✓ Directly manages the marketing budget, which is currently at approximately \$480,000. Provides oversight for the public relations and guest services budgets, including hiring seasonal personnel.
 - ✓ Leads the seasonal guest services staff, in cooperation with the guest services manager, to increase morale, motivation, and productivity. Works to ensure an exceptional customer service experience for our guests and internal customers.
 - ✓ Collaborates with business and finance office to create ticket revenue projections each year.
 - ✓ Fosters and develops relationships with media sponsors and partners. Annually negotiates a \$480,000 advertising budget into nearly \$1,000,000 of advertising through these relationships.
 - ✓ Serves as Festival representative for familiarization tours, travel shows, trade shows, and conventions.
 - ✓ Represents the Festival within the tourism industry and arts industry, among others. Secures Utah Office of Tourism cooperative budget annually. Awarded a scholarship from the Theater Communications Group in 2012 to attend national meetings on behalf of the Festival.
 - ✓ Analyze both internal and external data to help make effective marketing decisions.
 - ✓ Maintains proficiency in Theatre Manager software and other relevant software and technology.
 - ✓ Develops, updates, and implements the communications and marketing plan with the entire communications team.
 - ✓ Create brand strategy and implementation.
 - ✓ Serve as a direct supervisor for our marketing, public relations, publications, and guest services staff.

- Marketing Manager, Utah Shakespeare Festival, Cedar City, Utah. Nov. 2001 – January 2007.
Responsibilities: develop and implement campaigns for the group sales market. The number of groups grew from 109 to 483 since 2002, and the number of tickets sold to groups has gone from 9,417 to over 20,000. Coordinate advertising sales for the season brochure and other marketing products.
Skills Developed: promotions, customer relationship management, brand management, advertising placement, public relations.
- Marketing Coordinator, Advanced Systems Inc., Salt Lake City, Utah. June - October 2001
Responsibilities: plan and implement all marketing campaigns for this banking equipment supplier.
Skills Developed: organization, creative thinking, planning and implementing ideas.

ADDITIONAL LEADERSHIP AND SKILLS

- Chartering President of GSBE chapter of Toastmasters International, a public speaking organization. Helped charter another club in Cedar City, Utah in 2002. Achieved recognition of Certified Toastmaster, or CTM, in 2003.
- Graduated Summa Cum Laude from Weber State University and inducted into Phi Kappa Phi and Beta Gamma Sigma Honor Societies.
- Awarded first place for a presentation given at Erasmus Seminar (a management conference), Hanzehogeschool, Gronigen, Netherlands, March 24, 2000.
- Worked as a teaching assistant for managerial communications courses at Weber State University 1999-2001.
- Completed internship with Tenet Information Services (Murray, Utah). Analyzed data for consulting projects in the health care industry and created a user's manual for a software product.
- Completed research internship with business administration faculty at Weber State University.

REFERENCES

Maria Twitchell, Executive Director
Cedar City • Brian Head Tourism Bureau & Iron County Outdoor Recreation
581 N. Main * Cedar City, UT 84721 * 435-865-5325 * Cell 435-559-4293
mtwitchell@ironcounty.net

Donna Law, Director of Development, Director of Government Relations
Southern Utah University, 351 W University Blvd, Cedar City, UT 84720
435-865-8182 law@suu.edu