

## **KAMI TERRY PAUL**

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### **KEY QUALIFICATIONS**

- Current General Manager of the Utah Shakespeare Festival.
- 16 years experience in marketing, with 10 as 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.
- 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.