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Tim Hill



PROFILE

Strategic arts leader with nearly a decade of experience at major performing arts institutions including The Santa Fe Opera and Palm Beach Opera. Known for driving revenue and audience growth, strengthening institutional visibility, and leading cross-departmental collaboration with board leadership to advance organizational success.

PROFESSIONAL EXPERIENCE

Palm Beach Opera

2024-Present

Director of Marketing & Communications

- Led ticket sales strategy that resulted in the highest ticket income for a single production in the company's history by 9.6%. Season results were an increase of 24.57% in tickets sold and 18.25% increase in revenue.
- Developed a simplified pricing strategy for the 2026 Season that will allow for a potential increase in ticket sales by 2.8%, while keeping subscription pricing close to the prior year.
- Work closely with Development Team to create effective fundraising collaterals and messaging to increase new donor giving by \$1M in FY2025.
- Assessed marketing and press risks related to messaging around the return of Russian opera star, Anna Netrebko's return to the United States for the company's 2025 Gala. This resulted in a major feature in The New York Times on the cover of the Arts section.
- Increased the company's visibility in local media through more concise press releases, interesting story pitches which resulted in a YOY increase of 1150% of stories in print, online, and on television.
- Increased accessibility for patrons with visual impairment by implementing Braille synopses, large print synopses, and began planning for implementation of audio description availability for all mainstage programs. Created a plan for website updates that will increase accessibility for patrons with visual impairment.

The Santa Fe Opera

2018-2024

Director of Marketing

- Led ticket sales and dynamic pricing strategy that resulted in the highest four seasons of earned ticket income in the company's history, including the company's first \$10M Season.
- Designed strategy for flexibility in ticket sales for the 2021 Reopening Season that allows for social distancing, various audience pod sizes (1-6 patrons), and resulting in highest possible capacity. 2021 sales doubled sales projection goals, including the company's single day sales record of \$1.4M.
- Designed strategy for 2020 Season Ticket Donation Campaign that resulted in more than half of the cancelled season's earnings being either donated or held as a credit for the upcoming reopening season. This strategy worked hand-in-hand with the Development Director's fundraising plan and led SFO to close the cancelled season without a deficit.
- Provided design and content of GRAMMY Award winning (R)evolution of Steve Jobs recording.
- Led Website team: implemented a new mobile first, REST API website that is fully integrated with the Tessitura database through TNEW, manage updates, and presented the project for the Tessitura Network's Tessitura Learning & Community Conference in August 2021.



Blue Box Creative 2007-2018
Founder and Creative Director

Blue Box Creative specialized in content marketing, market planning and communications with a focus on supporting arts professionals, offering professional resources in audience insights, business planning, target marketing, PR strategies, copywriting, graphic design, photography and website design and development. Clients included: Audrey Luna, Kostis Protopapas, Lauren McNeese, Emily Martin, and The Cameron Method. Non-industry clients include: AXA Equitable, Point of View Communications, and Fashion Stylist E'beth Goad.

RM Strategic Marketing 2003-2017
Director of Marketing

Directed and managed relationships with Fortune 100 businesses needing the integration of marketing, public relations, and multi-media services. Grew RMSM into a \$2M+ business, directing 30+ projects per year. Led a bottom-up aggregate branding initiative, creating AXA's Business Strategies Groups (BSG). Served as a stand-in for the marketing department at the National BSG.

Marsh & McLennan Companies 2017
Global Coordinator for Corporate Social Responsibility

Managed budget of \$1.25M. Developed messaging and design standards for Global Volunteer Month and September Month of Service initiatives. Created script and a series of video tutorials for VolunteerMatch website. Approved suggested volunteer activities globally. Maintained, updated and streamlined CSR website and policy documents.

Select Universities 1996-2016
Adjunct Professor

Part-time instructor of vocal music and theatre at various universities throughout the U.S. including, NYU, UNC-Chapel Hill, Elon University, and The Actors Studio at The New School. Full list available upon request.

EDUCATION & SKILLS

Mannes College of Music, *Professional Studies in Voice* 1997-1998
University of Iowa, *MA in Vocal Performance* 1993
Elon University, *BA in Voice, Cum Laude* 1991

Tessitura Database, Business Analytics, RMA, NSCAN, Patron Manager, Adobe Creative Suite: Photoshop, InDesign, Illustrator, Lightroom, and Adobe mobile apps Web: WordPress, Wordfly, MailChimp, Campaign Monitor, myEmma, plus ability to manipulate HTML & CSS code, and solid SEO knowledge

Volunteer: Seagle Festival Alumni Association, Board Member, Alumni Connections Chair. New Music Theatre Project (NYC), Advisory Board. Summer Festivals Marketing Professionals Group.