

from the desk of

**KIM
LYLE**

address

4400 N. Winchester, #23
Chicago, Illinois 60640

tel 773.255.8037

url www.krlcreative.com

Experience

Freelance Graphic Artist Chicago, IL PRESENT

Art directing, copy writing and designing original marketing material and websites for small businesses, nationally renowned theaters and production companies.

Selected clients and projects:

WestBeth Entertainment: *Art Direction and Production for **John Leguizamo's** GHETTO KLOWN Broadway and U.S. Tour; Complete Marketing Campaigns for comedians **Eddie Izzard's** and **Billy Connolly's** Canadian Tours (including: print ads, web ads, poster, truck wrap, backstage pass laminates and satins) and ad/poster/flyer campaigns for **Shaun Majumder's** Canadian Tour, **Lewis Black** in New York, **Billy Connolly** in Seattle, New York, and Chicago, **Dylan Moran** in San Francisco.*

Dallas Children's Theater: *(Named by TIME Magazine as one of the Top 5 Theaters in the U.S. Performing for Youth) Nearly 10 years providing design solutions for print, e-mail, direct mail, exterior & interior signage, web and social media. Working independently and under Creative Director.*

Front of House Staff (P/T), Steppenwolf Theatre Company Chicago, IL 2011-PRESENT

Responsible for participating in a team that provides:

- a comfortable, inviting, safe, clean and accessible venue in which to engage the audience
- a friendly, attentive, informed, relaxed and sincere level of customer service and teamwork
- amenities, operations and presentation that match and support the artistic and production value of the work on the stage
- innovative and creative points of access for the audience
- innovative and creative solutions to customer service challenges

Marketing/PR/Graphics Coordinator, Apple Tree Theatre Highland Park, IL 2008-2009

- Maintaining databases and files for Marketing, Public Relations and Fund Raising
- Office Management tasks including answering and directing calls, and data entry
- Planning and executing Fund Raising Events
- Composing and Distributing Press Releases
- Designing posters, postcards, ads and invitations
- Establishing and Optimizing email newsletter

Administrative Director, Bootstraps Comedy Theater Dallas, TX 2004-2010

- One-Woman Marketing, PR and Events Department
- Designing Organization Logo, Show Posters and Direct-Mail Postcards
- Writing Press Releases, Editing and Deploying E-mail Marketing, Maintaining MySpace page
- **Quadrupled attendance over 4 years**
- Managing a contractor staff of up to 25 actors, directors and designers

PR/Marketing Associate, Dallas Children's Theater Dallas, TX 2003-2008

- General Office Support for Marketing Department of a Large Regional Theater
- Designing logos, invitations, posters, signs and brochures with Adobe Creative Suite
- Re-branded the DCT young adult initiative, creating a relevant acronym and logo appealing to ages 12-17, **RESULTS: increased attendance and membership in the DCT Youth Council**
- Initiated the change from one-color to four-color Student Matinee Series brochure
- **RESULTS in the fastest Student Matinee sell-out in company history**
- Art Directing, Photographing and Designing artwork to represent season of eleven plays on posters, in programs and in print, television and web advertising

from the desk of

**KIM
LYLE**

- Coordinating and Overseeing promotional photo shoots
- Established & edit the DCT eNews email newsletter
- Serving as Assistant Administrator for www.dct.org

Education

STEPHEN F. AUSTIN STATE UNIVERSITY - BFA THEATRE - 2002

Skills

Strong Written and Verbal Communication, Mac and PC Operating System, Microsoft Office, Adobe Creative Suite (Photoshop, InDesign, Illustrator,) Tessitura-linked email systems (Mail2, TMS, WordFly) Desktop Publishing and Web Design Background

Referrals

Available Upon Request

Salary Requirement

\$22/hr or \$47,000/yr