

# Jason Hoover

Jamahoover@gmail.com

415-309-1566

jasonhoover.carbonmade.com

## EXPERIENCE

### **Palace of Fine Arts Theatre, Managing Director**

2016 - Present

- Manage all aspects of booking the venue to potential renters.
- Reviews and approves all client contracts to ensure necessary policies and procedures are followed.
- Promote the theater to prospective users.
- Coordinates event planning and implementation with outside service needs with catering, concessionaires, security, ushers, and all other service providers and facility lessees to
- Constantly monitor and maintain the facilities in terms of technical standards, safety, federal and state law compliance, and audience and artist comfort.
- Directly oversaw and coordinated the 2017 interior renovation.

### **Broadway By the Bay, Executive Director**

2015 - 2016

- Responsible for the creation of new and aggressive marketing plan to reach a younger audience
- Executed strategic planning and goal setting
- Planned, directed and implemented a comprehensive development program generating 50K in individual donor, foundation, and corporate support
- Developed and managed the annual operating budget, approximately 1M
- Built and sustained relationships with current and potential grant-giving organizations
- Lead strategy and research to identify, cultivate, recognize and steward all donors and prospects
- Overhauled, streamlined and reorganized the existing Quickbooks chart of accounts

### **Ray of Light Theatre, Artistic Director**

2010 - 2020

- Responsible for envisioning, developing, and implementing the artistic vision of San Francisco's non-profit musical theatre company.
- Research, evaluate, and implement artistic programming for the year
- Hire, evaluate, and supervise artistic and technical personnel including directors, performers, designers, and staff
- Evaluate and implement new marketing tools for the growth of the company
- Envision, direct and create overall production designs
- Oversee all social media content creation
- Developed and increased the annual operating budget
- Provide art direction for all marketing campaigns (photo, video, etc.)
- Act as liaison for all sponsor, venue, and customer issues

## ADDITIONAL EXPERIENCE

### **Freelance Director** (selected credits)

- *Immersive Rocky Horror Show*
- *Silence! The Musical*
- *Scream*
- *Carrie the Musical*
- *Assassins*

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