

JOSEPH YOSHITOMI

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Senior communications leader with over 15 years of experience in live entertainment marketing, digital media, and aligned software. Proven track record of successfully implementing initiatives that drive revenue, customer acquisition and retention.

EXPERIENCE

TheaterMania | OvationTix, Los Angeles & New York City **Vice President of Marketing Strategy**

2015 to 2017

- 15% revenue growth in highly competitive B2B environment.
- Resulting sale of company brands to venture capital interests.
- Focus on regional growth markets outside of New York City/Broadway with particularly effective growth and retention in West Coast markets where additional staffing was required to address increased business.
- Regularly elevated OvationTix and TheaterMania brands through conference engagements, client/prospect meetings as well as strategic marketing and communications guidance to CEO and other leaders.
- Collaborated with product, sales, service, and other teams to develop new messaging channels and implement dynamic communications based on broader long-term strategy as well as more immediate sales needs.

Geffen Playhouse, Los Angeles **Marketing Director**

2009 to 2015

- Surpassed annual gross ticket income goals for every season. Overall annual earned revenue growth up 30% to over \$10 million during tenure.
- Strategically decreased annual marketing expenses by over \$200,000 allowing further artistic programming investment and associated rise in ticket sales and donations.
- Developed and implemented the nonprofit theater's digital rebranding including a database migration, new advertising plan (including a website redesign), as well as successful single ticket and subscription sales strategies and optimizations including inventory management.
- Regularly attended and spoke at national conferences on topics of arts marketing, diversity, digital media, and ticketing.
- Hosted AudienceView CRM podcast, *The Interval*.

Straightforward Management & Consulting, Culver City, CA 2002 to Present **Consultant | General Manager**

- Negotiate tour contracts for straight rentals, co-presentations, and tours.
- Provide ad-hoc and interim marketing services including broad strategy, advertising schedule creation/negotiation, as well as organic and paid social content.
- Advise clients on marketing best practices, optimizations and industry-wide trends. General management services also selectively provided.
- Report on research findings and projects at national and regional conferences as a speaker/moderator.

- Prior year clients include a 2000+ seat Broadway touring venue, a record-breaking LORT and mid-sized regional theater artist, comedians and comedy clubs, independent producers, media companies, as well as other performing arts presenters and producers (small and large).

Pasadena Playhouse, Pasadena, CA 2000 to 2007
Associate Marketing Director

- Developed, launched and optimized the nonprofit theater’s first digital communications plan.
- Hired and trained box office, volunteer usher, house, donor lounge and concessions staff in capacity as Customer Experience Manager.
- Built and promoted theater’s first cross-season subscription leading to ticket package renewal and new sales increases with positive, six-figure cash-flow impacts during difficult financial times for the organization.

EDUCATION **B.A. Religious Studies**, University CA, Berkeley 1999 to 2002
 Summa cum laude
 Peace & Conflict Studies and Ancient Religion Areas of Focus
 Phi Beta Kappa & Golden Key Member

Other Educational Affiliations

Loyola Marymount University: Post-Baccalaureate Premedical Certificate
 Notre Dame University: Pew Scholars Art & Cultures Program Participant
 Pasadena & Los Angeles City Colleges
 University of Oxford: Study Abroad
 Loyola High School

ASSOCIATIONS IVY (Young Professionals - Arts Focus) Member
 Informal or Prior Board/Advisory Board Positions at Foundation for New American Musicals, The Actor’s Gang, LA STAGE Alliance, Los Angeles Tourism and Convention Board Arts Advisory Council, Westwood Community Council

REFERENCES* **Tim Choy**: Co-Founder and Publicist, **Davidson & Choy**
Ken Novice: President, **Dallas Summer Musicals**
Gretchen Shugart: CEO, **TheaterMania | OvationTix (Now AudienceView)**

** Permission to contact is respectfully requested*