

kate bull

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CURRICULUM VITAE

Current employment

From Jan 2001 Self-employed as red cherry pr & marketing

For over ten years, I have worked broadly within the arts, offering PR, media relations and marketing expertise, as well as arts management, editorial services, promotion and consultancy. Clients include Herefordshire Council Cultural Services, Powys County Council (arts office), UK Film Council, Skillset, The Courtyard Arts Centre, Galanthus Gallery, bloc, Hereford Arts College and About Face Theatre Company.

I have specialised in setting up and establishing new events and venues - h.Art Herefordshire Art Week, Powys Arts Month and Galanthus Gallery, among others - and in putting together a marketing package which includes digital and social media as part of the marketing mix.

Most recently, in 2013 I've been working on three projects in Powys: consultancy work on the 'Powys Arts Marketing Plan' which is exploring ways in which the arts sector can work together to better promote the arts in mid Wales; a new website promoting creative skills; and work on extending and updating the arts-engine project.

I received a grant via the Chance to Create scheme in Powys (2010) to enable me to undertake six intensive marketing consultancies with a range of artists and arts organisations over the course of about a year. The grant scheme required all participants to have some form of mentoring, and I was asked to act as mentor for four artists as well, helping them to realise their full creative potential. I was also in charge of all the marketing and PR for The Big Splash 2010, a one-off, large-scale arts festival which took place on both banks of the River Usk in Newport. The year before, my projects included work on a new online database project, arts-engine, for Powys CC arts office, which included three day-long marketing surgeries for artists, and a major audience development campaign in Herefordshire, take pART.

Other substantial contracts included the project management of the first ever Powys Arts Month, which took place Aug-Sept 2007. I was responsible for locating potential participants, putting together the programme, writing the brochure and working with the designer to produce it, handling all press and pr, and for evaluating the event.

Before that, my main client was Galanthus Gallery & Café (2004-06), a brand new contemporary art gallery which opened in Wormbridge, Herefordshire in April 2005. I helped to finalise the gallery space itself, including the commissioning of display cabinets, a flexible plinth system, lighting and signage. I was responsible for defining and developing the artistic vision and policy for the gallery, and for putting together a changing exhibitions programme, including seeking out artists, and selecting and

hanging/displaying the work. I had overall responsibility for promoting the exhibitions and the gallery generally; I also led the team of gallery staff.

From 2002-04, I was contracted by Herefordshire Council as the inaugural co-ordinator of h.Art Herefordshire Art Week. h.Art was initiated as a major new annual visual arts event which involved artists opening their studios around the county, as well as group exhibitions and local gallery shows. I was responsible for the initial three-year planning and promotional strategy, including naming the event and branding it. Each year, I liaised with artists and exhibition venues, curated the central annual h.Art Open Exhibition, put together the programme of events, organised all print and design, press and PR, and oversaw the post-event evaluation. I was managing a budget of over £30,000 per year. h.Art was a huge success with artists, visitors and the press, and has continued to flourish ever since. As a separate contract, I also undertook a number of one-to-one consultancies with artists involved in h.Art, to help create a realistic and achievable marketing strategy for their work.

Previous employment

Mar 2011 - **Booths Bookshop Cafe, Hay-on-Wye**
May 2012 **Waitress/barista (part-time)**

After ten years of working on my own, from home, I was in need of a change of direction and direct contact with other people. Although it was demanding work, I loved working as a waitress, delivering the best possible service in a very busy environment and often acting as the *maitre d'* in charge of the queue for tables. After a year, I felt revitalised and ready to return to working within the arts.

Nov 97 - Jan 01 **The Courtyard, Hereford**
Marketing Manager

Hereford's purpose-built arts centre, The Courtyard opened in September 1998. It presents a wide-ranging programme of theatre - including its own productions - dance, music and comedy, as well as films and visual art. As marketing manager I was responsible for planning and implementing The Courtyard's entire marketing strategy from before it opened, developing new strategies to increase audiences and users, and raising the building's profile locally, regionally and nationally. I was in charge of all print (brochures, flyers, posters, film leaflets), media relations, advertisements, PR, and aspects of business sponsorship development. I managed a budget of £40,000 per year and line-managed the marketing officer. Over 300,000 people visited the building in its first year, and average weekly attendance increased by 12% a year, from 1,800 per week in 1998 to 2,050 per week in 1999.

May-July 97 **Hereford Summer Festival**
Marketing Manager

Responsible for public and media relations, promotional print, advertising and all aspects of marketing for a two-week multi-arts festival, most of which took place in a 1920s art nouveau marquee on the banks of the River Wye. The 1997 Festival was the most successful ever, with over 4,000 tickets sold for 25 events.

Feb 94 - Oct 95 **University of East Anglia (UEA)**
Press & Publications Manager

Reporting directly to the Vice-Chancellor's Office, I had sole responsibility for the university's major publications - including the undergraduate and postgraduate prospectuses, the fortnightly university newsletter, the annual report, the twice-yearly magazine for alumni and business sponsors, and a new visitors guide to the campus - as well as for regional and national media relations. I handled all day-to-day media enquiries for the university and acted as UEA's spokesperson in the press, on radio - where I had a regular broadcast slot - and on TV. I organised coverage for major events such as the visit by the Queen to open an award-winning new building and the appointment of a new Vice-Chancellor (Dame Elizabeth Esteve-Coll from the V&A Museum). I was also responsible for the publicity, marketing and media relations for a campus-wide open day that attracted over 8,000 visitors to the university. I was line manager of four members of staff and had direct responsibility for a budget of around £80,000 per year.

**May 90 - Feb 94 Moving Pictures International
Deputy Publisher**

Moving Pictures was a weekly trade paper for the international film and TV industry, which also published daily editions at the international film markets in Cannes, Los Angeles, Milan and San Sebastian. I joined the paper as a freelance editor for its launch at the Cannes Film Festival in May 1990 and was employed as deputy publisher the following month. As well as my responsibilities on the main paper, I set up and managed daily publishing at all four film markets; I was publisher of *Moving Pictures UK* (a sister title launched in January 1993); and I published/edited several spin-off publications including the annual *Plan-It Guide*, a city-by-city guide to the world's media capitals, *Film UK* which was distributed at the London Film Festival, and *The Cannes Opener*, a handbook for the Cannes Film Festival.

**Dec 89 - May 90 Edit & Recruit Media
Administrator**

**Aug 87 - Dec 89 Screen International
Reporter/Reviews Editor (joined as Editorial Assistant)**

Screen International is the UK's foremost weekly trade paper for international film & TV business.

**May 86 - Aug 87 ReActions Ltd
Circulation, Conferences and Office Manager**

Feb-May 86 Freelance script-reading for theatres and temp work

**Aug 83-Feb 86 Half Moon Theatre, Stepney
Programmer (from March 85)/Assistant Administrator**

July 82 - Aug 83 Various jobs, London

Education & Qualifications

1982 Oxford University, St Anne's College: BA (Hons) 2nd Class in English Literature
1978 Oakham School, Rutland: A levels in English Literature (A1), French (A), History (C)

References / endorsements available on request