

Beth Hondl

1294 Noe Street | San Francisco | CA | 94114 | ph 415-648-1321 | beth@bethhondl.com

Education

San Francisco State University

Digital Video Intensive | 2008

Columbia University

Bachelor of Arts | Magna cum laude | English and Music double major | 1996

Work Experience

San Francisco Ballet

Senior Marketing and Sales Manager | January 2007 – February 2008

- Responsible for six programs designed to bring new audiences to the Ballet – including market research, advertising and direct mail, community partnerships, and online marketing.
- Managed telemarketing campaign, generating over \$850,000 in annual revenue.
- Speaker and panelist at industry conferences.

San Francisco Symphony

Interactive Marketing Manager | July 2004 – December 2006

- Responsible for over \$5 million in annual revenue as manager of the Symphony's website.
- Increased online orders from 13% of all sales to 25% of sales in two years.
- Launched *Concert Concierge*, an interactive tool that provides personalized concert recommendations, featured in the *New York Times*.
- Managed Interactive Marketing Coordinator.

The Chamber Music Society of Lincoln Center

Publications Manager | July 2002 – June 2004

- Responsible for all aspects of Chamber Music Society website.
- Implemented direct mail campaigns, generating \$600,000 annually.
- Launched *Chamber Music 360* – a discount ticket program targeted at music-lovers ages 21-35. Designed and wrote brochure, website, and ancillary materials.

Marketing Associate | June 2001 – June 2002

- Designed visuals and architecture for the Chamber Music Society website. Hired and managed offsite programmer.
- Created e-mail marketing program. Reviewed, selected and implemented e-mail marketing software.

CultureFinder.com

Director of Production | August 1999 – December 2000

- Created and oversaw production department in fast-growing Internet start-up. Managed four staff members.
- Planned and implemented four site redesigns.
- Established company-wide project management procedures, working closely with CTO.

Producer/Managing Producer | April 1997 – August 1999

Skills

Final Cut Pro | After Effects | HTML and web design | Marketing | Cello