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## PROFESSIONAL EXPERIENCE

### Associate Director, Communications and Marketing July 2004 - Present

Virginia Museum of Fine Arts (VMFA), Richmond, Virginia

A senior management position, overseeing Marketing and Public Affairs, Visitor Services, Parking Services, Group Sales, Internet/Web communications, and Community Affairs.

- **Expansion Communications for VMFA:** Including architect/design announcements in Richmond, New York and London. Develop and implement strategies to insure visibility for project, and attendance at VMFA during construction. Manage dialogue with community groups and stakeholders.
- **Strategic Rebranding and Community Development Partnership:** Envisioned strategy for comprehensive rebranding of VMFA, including all research required to produce communications and marketing plan for post-expansion VMFA. Sought and gained funding from Philip Morris USA. After a national search, hired New York-based La Placa Cohen. Staff liaison for trustee branding committee.
- **Business Plan:** Team member in the development of a business plan for post-expansion VMFA to maximize revenues, working with Cambridge, Massachusetts-based Consult Econ.
- **Marketing Communications:** Develop and implement communications plans and budgets for all museum exhibitions and programs, including advertising, promotions and media sponsorships. Manages annual budget averaging \$1.5 million.
- **Public Affairs:** Oversee program of public information to state, regional, national and international media. Develop annual plan of editorial coverage, including a schedule of press releases, exhibitions and programs schedules. Maintains media contact, including travel to regional and national media headquarters to foster editorial coverage of the museum. Act as museum spokesperson. Plan and implement media events for exhibition openings and other museum events. Track effectiveness and maintain copies of print, broadcast and Internet pickup. In 2006, initiated paperless communications using *Vocus* electronic databases and email press releases. This system is complimented by VMFA's media room website, an early accomplishment for a US museum, introduced in 2000.
- **Visitor Services:** Coordinated merger of Visitor Services and Membership into a single department into an integrated, customer-friendly department for three years. (Membership has recently returned to Development.) Recent innovations include the introduction of over 200 new reciprocal museums and a comprehensive new pricing and benefits structure. Oversaw automating membership and ticket sales with Patron's Edge. This department uses many longtime frontline volunteers.
- **Research:** Coordinate research for museum including three economic impact studies in conjunction with the museum's blockbusters, focus groups, Lila Wallace Collections Accessibility Initiative marketing research efforts, and audience research for many programs.
- **Community Affairs:** Includes Multicultural Advisory Committee, Friends of African and African-American Art, Friends of Art, and Friends of Sporting Art. Represent VMFA in civic, community and professional organizations, many in leadership roles.
- **Website/Internet Communications:** Oversee website and all Internet-based applications, including monthly Enews. VMFA was the first US museum to embrace the dot museum domain.

Actively exploring the value of social networking for audience development including MySpace and Face Book pages with a team of young staff contributing content.

- **Group Sales:** Supervise group sales strategic development. In order to fully engage the national group tour industry, VMFA has actively begun to position itself for reopening in 2009.

**Manager, Marketing and Public Affairs, Virginia Museum of Fine Arts 1985-2004**

- **Public Affairs:** Develop marketing communications plans, including advertising strategy, creative and placement. Manage all aspects of media relations. See Public Affairs above.
- **Marketing:** Develop and implement communications plans and budgets for all museum exhibitions and programs, including advertising, promotions and media sponsorships. Manage annual budget averaging at \$500,000.
- **VMFA Enews:** In 2000, initiated new communications tool for museum with monthly email newsletter, one of the first such efforts nationally.
- **Audience Development Events**  
Conceived and implemented three highly successful museum events:  
**Jumpin!** A 12-week summer concert series in the museum's sculpture garden that regularly sold out to audiences of 1800. Administration included budget management, overseeing music bookings, coordinating advertising and promotions, negotiating with corporate and media sponsors. Generated profits of \$175,000 annually. Oversaw development and implementation for 19 years.  
**Art After Hours** An appropriately balanced art museum program, this 7 week wintertime event regularly sold out to audiences of 800, routinely filled tours to capacity and generated revenue. Oversaw the development and implementation of this program for 6 years, working with team of staff from many departments.  
**Third Thursdays** a monthly after hours program designed to maintain VMFA's awareness during construction.

**Director of Marketing and Public Relations, Carpenter Center for 1983-1985**

**Performing Arts,** Richmond, Virginia

**Promotions Manager, WRNL/WRXL Capital Broadcasting, Inc. 1982-1983**

Richmond, Virginia

**Freelance Textile Conservator 1979-1982**

**Executive Director, National Textile Resource and Research Center 1977-1976**

Valentine Museum, Richmond, Virginia

**Historic House Interpreter and Resident Weaver, Valentine Museum, 1974-1976**

Richmond, Virginia

**Conservation Technician, John Marshall House, Association for Preservation 1974**

**of Virginia Antiquities,** Richmond, Virginia

**AWARDS**

- Public Relations Society, Richmond Chapter (PRSA) Bronze Medallion Op Ed for Look Here Dazzle, 2007
- PRSA Bronze Merit Awards: Look Here Dazzle PSA, Studio Class Insert and Look Here Feast brochure, 2007
- PRSA Gold Best in Show Award for *Albrecht Dürer: A Renaissance Journey in Print*, 2005
- PRSA Medallion Awards for *Albrecht Dürer: A Renaissance Journey in Print* creative and Dürer TV spot, 2005
- The Richmond Ad Club silver award for creative campaign and TV spot for *Albrecht Dürer: A Renaissance Journey in Print*, and three merit awards, 2005

- Communicator Awards: Crystal and two Awards of Distinction for *Albrecht Dürer: A Renaissance Journey in Print*, 2005  
~Numerous other awards; complete list available upon request.

## PRESENTATIONS

- **Getting Buzz: It's Not Just about Press Releases Any More**, Chair, Virginia Association of Museums 2008
- **Antiquities, Cultural Property, and the Spotlight: Dealing with High-Profile Press Issues**, Presenter, American Association of Museums Conference, Boston 2006.
- **The Young and the Restless: How to Retain 20- to 30-Somethings after the Party is Over** Panel Chair, American Association of Museums Conference Indianapolis, 2004.
- **The MOB/Museums Richmond Project** Chair, Southeast Museums Conference, 2002
- **You've Got Mail! How to Develop a Spam-Free Email Campaign** Panel chair, American Association of Museums, Dallas, 2002
- **Advertising that Works: How to Sell Your Museum and Remain True to Your Mission** Panel chair, American Association of Museums, Cleveland, 1999.
- **What Can We Learn from MTV?** Panel chair, American Association of Museums, Minneapolis, 1996
- **Listen First: Speaking to Multicultural Audiences**, Panel chair, American Association of Museums, Philadelphia 1995
- **Museum and Television Stations: Partners in Art**, program for Art on Film, Metropolitan Museum of Art: Film and Television in Museums Getty seminar, Houston, 1992
- Many more presentations and lectures, complete list available on request.

## EDUCATION AND SPECIALIZED TRAINING

- Virginia Commonwealth University, Richmond, Virginia  
Department of Interdisciplinary Studies: Master of Science, Communications and Business, 2001
- Virginia Commonwealth University, Richmond, Virginia
- Interactive Marketing Institute: Certified Direct Marketer, 1999
- Henry Francis DuPont Winterthur Museum (University of Delaware): American Decorative Arts Connoisseurship Program, 1978
- Virginia Commonwealth University: Richmond, Virginia, BFA, 1975
- Mary Baldwin College, Staunton, Virginia: Liberal Arts Studies, 1971-1972