

# KEVIN TOLER

>>> [tolervision@mac.com](mailto:tolervision@mac.com)

>>> 978. 317. 1688

>>> [tolervision.com](http://tolervision.com)

## CREATIVE DIRECTOR | BRAND STRATEGY & COMMUNICATIONS

20 years of professional experience in nonprofit and commercial organizations, providing creative direction, brand management, and collaborative leadership from concept through production.

## CURRENT EXPERIENCE

**Director of Creative Services | Boston Symphony Orchestra | Boston, MA 2007 – Present**

- Creative direction of the Boston Symphony Orchestra, Boston Pops, and Tanglewood's brand identity across all print, digital, video, out-of-home, and venue signage
- Collaborate with marketing team leaders to focus the strategy and messaging in creative briefs that maintain consistent brand standards and deliver cohesive communication for all creative output
- Partner with Development leadership and key stakeholders to create fundraising communications for annual giving, capital campaigns, and donor engagement
- Lead concept development, design, and production management of BSO subscription and ticket marketing campaigns, including season brochures, direct mail, print, and digital advertising
- Supervise the in-house design team and manage external creative resources, including freelance designers, photographers, and video producers
- Present concepts to senior leadership and champion the organization's visual identity and brand guidelines across all departments
- Maintain and evolve Creative Services workflow process, software, digital assets, keep pace with design industry trends to provide innovative solutions

## PREVIOUS EXPERIENCE

**Creative Director | North Shore Music Theatre | Beverly, MA 2004 – 2007**

- Designed key artwork and all promotional materials for original theater productions and licensed show titles, featured in all print, digital collateral for direct marketing and on-site promotion
- Art direction and project management of design collateral for annual fundraising campaign and donor events, Education dept. brochures and postcards, and venue way-finding and signage
- Art direction of studio photo shoots and performance photography, and supervision of the creative team across all projects for event marketing, donor, and audience engagement

**Art Director | Don Law Company / Live Nation | Cambridge, MA 1998 – 2004**

- Led a regional Creative Services team, supporting New England and other Live Nation markets
- Directed projects from concept through production, overseeing designers, freelancers, and vendors
- Produced print, digital, and outdoor advertising for concert venues, artists and regional live events
- Created proposals for corporate sponsorship brand placement in venue and event marketing

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## CREATIVE CORE SKILLS

- Creative Direction
- Brand Development & Stewardship
- Campaign Development & Collateral Design
- Art Direction (Photography, Video & Illustration)
- Graphic Design & Typography
- Print & Digital Production
- Project & Timeline Management
- Digital Asset Management
- Vendor Management & Coordination
- Cross-Department Collaboration
- Adobe Creative Suite

## TEACHING EXPERIENCE

**Adjunct Faculty, Salem State University | Salem, MA**

Courses: Typography, Introduction to Graphic Design  
September 2022 – Present

## EDUCATION

**Bachelor of Arts with Honors, Graphic Design**

Salem State University | Salem, MA

*References available upon request*