

PATRICK KIBBIE

801.809.0577
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EDUCATION

Master of Fine Arts in Theatre Direction	East 15 Acting School	2021
Bachelor of Arts in Acting/Directing	Weber State University	2018
Master of Science in Print Journalism	Boston University	2004
Bachelor of Arts in Communication/Art	Westminster College	2000

EXPERIENCE

Voodoo Theatre Company - Artistic Director

August 2022-Present

Direct and produce for a high-quality three-show season. Choose productions suitable for the company and the audience who will be seeing it. Manage crew and cast throughout the rehearsal process and performance dates. Report to a board monthly on financials and current show status.

Key Roles and Accomplishments

- Fundraised enough money to produce our entire first season.
- Reported and filed all government notices and forms to legitimize the theatre company.
- Complete all marketing and publicity for shows, including social media, television interviews, news reports, and all press releases and marketing materials.
- Oversaw the design and implementation of all Voodoo Theatre Company logos and portfolio.

bioMérieux - Content Writer II

September 2021-July 2023

Write and edit for a biomedical diagnostic company. Take highly technical medical information, and make readable and digestible for the general public. Taking specific information and tailoring it to different markets of the company, such as infectious disease doctors, or lab technicians.

Key Roles and Accomplishments

- Assisted in the merger of BIOFIRE with bioMérieux, transferring all BIOFIRE information into the bioMérieux style guide.
- Managed the writing of all social media content for bioMérieux.
- Write highly technical blogs featuring the diagnostic solutions the company offers.
- Manage all creative writing, such as scripts, voice overs, and podcasts.

USANA Health Science - Director of Event Marketing and Communication

June 2010-June 2015

Market and communicate events for an international company, including events in Asia Pacific, United States, Canada, Mexico, and more. Work to increase attendance at all major events, while protecting company's revenue. Managed the building of an integrated, comprehensive registration system that met the needs of company's Associates.

Key Roles and Accomplishments

- Managed global event apps.
- Oversaw global registration systems.
- Worked closely with event managers, team, and committee to define goals, objectives, and specific implementation for each event.
- Created and oversaw an overall marketing strategy for each event.
- Responsible for managing the USANA brand in marketing materials for all events.
- Maintained a calendar of events and created a system that enabled and anticipated long-term planning and effective event management for USANA.

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EXPERIENCE (continued)

USANA Health Sciences - Writing Director

June 2004-June 2010

Managed all North American writing projects in four languages for the public and internal audience of approximately 100,000 independent distributors. Managed an 8-person writing team, which created an extensive range of publications, sales tools, scripts, communications, and packaging. Reviewed and approved all written content for various departments. Acted as Creative Services liaison with multiple departments to foster cross-department communications and planning.

Key Roles and Accomplishments

- Worked closely with executives to write speeches, scripts, magazine columns, and public presentations.
- Acted as ghostwriter for company executives, as well as multiple company spokespersons.
- Oversaw all content for USANA Magazine, a semi-monthly magazine distributed to approximately 100,000 North American distributors and customers. In 2011 the USANA Magazine won six Communicator Awards, two of those awards for personal work.
- Assisted in the launch of four International Markets, overseeing production timelines and content creation for each country's regulatory forms, marketing materials, and digital assets.
- Directed the creation and redesign of numerous tools for USANA Distributors.

Utah Arts Festival - Board Member/Coordinator

March 1999-June 2021

Worked as a Coordinator for the Utah Arts Festival for 17 years, beginning as an intern and continuing to coordinate various project areas. Continued to work with the festival as a Board Member.

Key Roles and Accomplishments

- Coordination of various project areas including Street Theatre, Festival Communication Office, Piazza Manager, and Sponsor Patio.
- Managed, hired, and scheduled groups on strict budget.
- Attended monthly board events.
- Coordination of all events occurring within project area.
- Press management.
- Facilitated new partnerships and acquired new donors as a Board Member.

PROFESSIONAL REFERENCES

Amy Haran, Executive Vice President of Communications at USANA Health Sciences

Amy.Haran@usanainc.com

1.801.898.8764

Aimee Dunsmore, Executive Director of the Utah Arts Festival

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1.801.322.2428

Jenn Niedfeldt, Marketing and Community Engagement Manager, Salt Lake County Arts & Culture

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