







## CONTACT

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 [www.markdavidhooper.com](http://www.markdavidhooper.com)

## EDUCATION

**DRAMA, BA 1st Class**  
Exeter University  
2008-2011

**A LEVEL, THEATRE STUDIES [A]**  
Easthampstead Park School  
2006-2008

**A LEVEL, ENGLISH [A]**  
Easthampstead Park School  
2006-2008

**A LEVEL, PSYCHOLOGY [B]**  
Easthampstead Park School  
2006-2008

**GCSE's, 11 A\*-C,**  
Inc. English, Maths & Science  
Easthampstead Park School  
2006-2008

## ADDITIONAL SKILLS

DIRECT/PRODUCE THEATRE  
VICE CHAIR OF GOVERNORS  
DRAMA FACILITATION  
VIDEO/AUDIO EDITING  
IOSH QUALIFIED

# MARK HOOPER

I am a highly creative and experienced cultural leader with over ten years experience in developing strategies and building programs to engage communities in arts and culture.

I am a confident and trusted leader of people and projects, well versed in calmly leading in high-pressure and time-critical situations; while managing complex workflows.

By taking a collaborative and entrepreneurial approach to my work, I am able to develop innovative arts opportunities, which inspire people and enrich their lives.

## EXPERIENCE:

### DIRECTOR, LEARNING, PARTICIPATION & COMMUNITY ENGAGEMENT JANUARY 2020 - PRESENT

*(Promotions: Coordinator 2012-2015, Head of Learning 2015-2017, Associate Director 2017-2020)*

- Devise, deliver and monitor the venue's engagement strategy. Tracking progress against KPI's and the implementation framework, focused on increasing participation and income.
- Deploy stakeholder management skills to cultivate, maintain and capitalise on relationships with delivery partners, community groups and funders.
- Manage the department's complex six-figure budgets, monitoring and reviewing the financial performance of restricted and unrestricted funds.
- Senior line manager for my team. Using tools such as appraisals, SMART objectives and regular meetings to support their success and development. Responsible for the organisation's external mentorship scheme.
- Author and monitor the venue's safeguarding & equality, diversity and inclusion action plan.
- Curate and project manage the venue's diverse portfolio of courses, workshops and outreach programmes in performing and visual arts.
- Direct, produce and write a new musical every year for the venue's Summer School programme involving over 100 young people. Co-Produce the venue's Pantomime and Easter Musical.
- Lead the development of a new digital arts programme 'South Hill Park Bridge'.
- Take responsibility for business development within the department, seeking out new creative/business opportunities and funding.
- Maintain an excellent working knowledge of current Local Authority and Arts Council priorities and strategies.
- Develop creative projects, in consultation with partners and the community, which are aligned with the department's strategy and have lasting and measurable impact.
- Evaluate the reach and impact of our work and present written, verbal and video reports to partners and funders.
- Represent South Hill Park in the media (inc. BBC Radio), and at events such as the Graham's Town Festival in South Africa and the Edinburgh Festival.
- Maintain a detailed risk and mitigation register for the department.

## REFERENCE

CRAIG TITLEY, CEO, SHP  
craig.titley@southhillpark.org.uk  
01344 484123

SALLY INGRAM, DIR, BARTA  
sally@berkshireartsacademy.com  
07584 044619

## OTHER SKILLS

### DIGITAL:

MICROSOFT OFFICE  
APPLE APPLICATIONS  
FINAL CUT PRO X  
LOGIC PRO X  
MOTION  
LIVE STREAMING  
DRONE OPERATOR  
PHOTOSHOP  
PREMIERE PRO  
IN DESIGN  
AFTER EFFECTS

### ARTS:

LAMDA TUTOR  
ARTS AWARD (ALL LEVELS)  
SCRIPT WRITING

# MARK HOOPER

## EXPERIENCE:

ARTISTIC DIRECTOR/CO-PRODUCER, HIT THE MARK THEATRE  
SEPTEMBER 2016 - 2021

- Built a successful theatre company from the ground up which has toured work nationally and internationally, including a three week tour of Southern-China.
- Designed all marketing assets including websites, artwork and videos.
- Implemented a fund-raising strategy to attract over £100k of funding (including grants from Arts Council England) enabling the company to develop new work and participation opportunities.
- Sought out and capitalised on 'added value' auxiliary sales through merchandise generating additional income.
- Developed world-first, new-technology to make every performance 'digitally signed' for those with access needs.
- Built relationships with key venues and artists. Notable examples include David Wood (National Children's Dramatist) and Kerry Ingram (Olivier award winner, known for Game of Thrones and Matilda the Musical).
- Secured performance opportunities at high-profile festivals including Edinburgh, Latitude and Camp Bestival.
- Sourced, auditioned and cast creatives and crew for various productions, liaising with agents and negotiating contracts.
- In charge of logistics, including travel, accommodation and marketing distribution for national and international tours.

## FREELANCE THEATRE DIRECTOR

SEPTEMBER 2013 - Present

- Full portfolio available at [www.markdavidhooper.com](http://www.markdavidhooper.com)
- Strong written and verbal communication skills enable me to convey creative vision to creatives and performers to inspire them to produce exceptional work.
- Experienced in directing professional and community performers in multiple genres (Drama, Musical Theatre, Comedy).
- Strong negotiation skills are an enabler, allowing me to push boundaries and create the best work possible in the time given.
- Comfortable working with large production teams; inspiring, motivating and incentivising them.
- Confident providing feedback and constructive criticism to improve performance and get the best out of people.