

# Kyle Hoepner | Résumé

Cambridge, Massachusetts

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Communicator and editor with more than thirty years of experience in publishing, visual design, nonprofit management, and classical music. Adept at combining creative and analytical thinking to assess the needs and goals of an enterprise, work with stakeholders to envision programs that will achieve those goals, assemble and/or guide a team to implement the programs, and oversee the process in a timely and fiscally responsible way. Excellent writer and public speaker, comfortable with the media, flexible and collaborative as a colleague.

## SUMMARY OF EXPERIENCE

### **Independent writer, editor, graphic designer, and outreach consultant, Cambridge, Massachusetts | 2019–present**

Freelance writer and advisor on brand strategy, audience engagement, visual presentation, and related areas of expertise. Specialist in print and digital content creation and distribution. Accomplished presenter, interviewer, and panel moderator for events both in-person and virtual. Work has been undertaken for a variety of publications and other creative clients, including *Architectural Digest*, The Monacelli Press, Rizzoli, Melville House, *Milieu*, *Ocean Home*, *Boston Home*, Boston Design Week, and an array of architecture, interiors, and landscape studios around the U.S.

### **New England Home, Boston, Massachusetts | 2005–2019**

Editor-in-Chief, 2008–2019. Editorial Director 2007–2008. Art Director 2005–2007.

*New England Home* is a publishing brand covering high-end residential architecture, interior design, and custom building across the six New England states. During my tenure, it comprised three separate consumer magazines totaling eleven issues a year (circulations: 45,000; 30,000; 20,000) plus website, social media presence, two annual awards programs, and industry events.

- I was recruited by the founder for the magazine's launch team in 2005. I then created the original look and feel for a publication that progressed from \$0 to \$5 million in revenue within the first two-and-a-half years.
- Initially hired as art director, I quickly developed crucial industry relationships and became increasingly involved in content creation. This led to rapid promotions, first to editorial director and then, on the departure of the founder, to editor-in-chief.
- From 2008 to 2019, I oversaw all non-advertising aspects of the brand as it became one of the most highly respected regional publications in the U.S. This included management of a \$650,000 editorial budget; management of all editorial and production staff; oversight of content acquisition and presentation (in print and online); significant involvement in event development and execution; and stewardship of the brand's vision and relations with its audiences.
- I was the primary public face for the brand in social and business settings—including television and video appearances and as an expert speaker for regional and national conferences and trade shows.
- In 2019, in addition to the usual eleven magazine issues, I spearheaded the development and launch of two new special issues: *Rise*, devoted to urban living, and *Next*, covering forward-looking residential

design across New England. The premiere issue of *Rise* won both Eddie (for content) and Ozzie (for design) awards from *Folio*: for best launch of a city and regional publication.

**CPS Creative Group (part of Cambridge Prepress Services), Cambridge and Boston, Massachusetts | 1993–2005**

Creative Director 2000–2005. Design Director 1997–2000. Designer 1993–1997.

Worked in and then led a graphic design studio specializing in the creation, redesign, and art direction of magazines and corporate publications, as well as some web projects. Received design awards from *Folio*;, the American Society of Business Press Editors, the Florida Magazine Association, and the Society for Technical Communication.

**Massachusetts Institute of Technology, Cambridge, Massachusetts | 1992–2001 and 2021-present**

(Concurrent with work at Cambridge Prepress Services and CPS Creative Group)

Affiliated Artist

Responsibilities include individual instruction at varying levels in music theory, musicianship, and keyboard skills. Served periodically as a substitute lecturer for harmony and counterpoint courses. Produced (with a colleague) two concerts of new works, sponsored by the MIT Council for the Arts.

**Brandeis University, Waltham, Massachusetts | 1991–1994**

(Concurrent with work at Cambridge Prepress Services and CPS Creative Group)

Director, New Music from Brandeis concert series

Oversaw all aspects of planning and production, including concert programming, budgeting, contracting musicians, arranging rehearsal schedules, and publicity. Presented dozens of works by graduate student and faculty composers, while upgrading production values and audience experience.

**League of Composers–International Society for Contemporary Music, Boston Section, Inc., Boston, Massachusetts | 1989–1997**

(Concurrent with work at Cambridge Prepress Services and CPS Creative Group)

Chairman 1990–1997. Calendar Coordinator and member, Board of Directors 1989–1990.

Oversaw the development and implementation of all Boston ISCM programs, including an annual concert series, annual calendar of Boston-area contemporary music events, composition competition, and various publications. Managed fundraising and marketing efforts, acted as liaison with the international office of the society, and represented the United States at international music festivals.

**Cambridge Prepress Services/dnh Typesetting, Cambridge, Massachusetts | 1985–1993**

Macintosh production artist 1989–1993. Typesetter 1985–1989.

## EDUCATION

Brandeis University, Waltham, Massachusetts

PhD (1997) in music composition and theory; MFA (1991) in music composition and theory

New England Conservatory of Music, Boston, Massachusetts

BMus (1987) in composition with academic honors and distinction in piano and vocal performance.

Awarded the George Whitefield Chadwick medal for outstanding achievement.

Massachusetts Institute of Technology, Cambridge, Massachusetts

Entered as a member of the class of 1984, intending to major in physics. Withdrew after freshman year to pursue music instead.