

MOLLY HAYDON - PROFESSIONAL EXPERIENCE

OWNER

M HAYDON INC.

2007 - Present, Portland

Molly began her career in entertainment marketing in Ottawa promoting concerts and touring theatre. For more than two decades, she has specialized in marketing Broadway and arena tours across North America and in London. For the last three years she worked for Cirque du Soleil launching Crystal, their first ice show, in arenas across North America. Her recent Cirque du Soleil success was re-marketing the Big Top show Amaluna in San Francisco. She built the global marketing and pr team for LA based CineConcerts for the Harry Potter Film Concert Series as well as 7 other film concerts. Recent tours includes the 100 city concert tour of Star Trek: The Ultimate Voyage and the Broadway Tour of Ragtime. Molly has overseen the massive arena tours of Walking With Dinosaurs, Apassionata and Batman Live - World Arena Tour. First national tours include: Young Frankenstein; The Producers; Wicked; Kiss Me, Kate; Copenhagen; Dame Edna's The Royal Tour; The Sound of Music and Annie. Molly has had the distinct privilege of working with the industry's finest and funniest.

DIRECTOR OF DEVELOPMENT

AKA PROMOTIONS

November 2005 – July 2007
London, United Kingdom

Ran new business initiatives to diversify the agency's client portfolio and increase financial growth and visibility. Additional role included overseeing the promotions department which involved a restructure, expansion of the department's offering and ambitious sales targets.

NATIONAL MARKETING & PR DIRECTOR

TMG (Now Allied Live)

July 1998 – August 2005
New York and Los Angeles

Directed the marketing and publicity campaigns for high profile touring Broadway productions such as *Wicked*, *The Producers*, *Kiss Me Kate*, *The Sound of Music*, *Annie* and *Dame Edna*. Started Los Angeles office in August 2000.

MARKETING DIRECTOR

JAM PRODUCTIONS

July 1996 – July 1998
Chicago, IL

Responsible for marketing Broadway seasons and shows (*Rent*, *Stomp*, *Annie*, *Defending the Caveman*, *West Side Story* and *Cirque*) in twelve markets across the country. Multifaceted role included planning season campaign initiatives, negotiating and purchasing advertising, coordination of media sponsorships, promotions and publicity.

MARKETING AND PR MANAGER

BASS CLEF ENTERTAINMENT

April 1991 – July 1996
Ottawa, Canada

Responsible for buying and promoting musical entertainment in Canada's national capital, Ottawa. Handled financials, advertising, promotions and publicity for music and theatre in multiple venues.