

# MIKE LOPINTO

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My professional career has included principal positions with symphony orchestras both on stage and in management. I have design and publication expertise in multiple mediums and practical experience as a music educator in Texas. Having held assistant conductor and program coordinator positions, I now supervise media, manage budgets, and marketing and public relations for a university system that regularly features classical artists such as Itzhak Perlman, Yo-Yo Ma, Renée Fleming and Plácido Domingo and popular icons including Ricky Skaggs, The Pointer Sisters, Dionne Warwick, and Patti LaBelle. I direct and design events in multiple capacities from theatrical and operatic stage to corporate galas and parties. Vocally, I performed, and continue to perform principal roles in regional opera and musical theatre productions and voice-acting for television and commercials. Though my formal education through my doctorate is in music performance and an additional master's in musical theatre, I have a developed passion for marketing – particularly arts events. I have a successful track record of corporate development and fund-raising. My on-the-job training in previous positions has only enhanced my abilities. I am ready to put that to use on a broader scope in a more cosmopolitan environment.

## EDUCATION

*The University of Mobile*

2021 **Master of Arts in Musical Theatre**

*The University of Southern Mississippi*

2004 **Doctor of Musical Arts**, Performance and Pedagogy, Bassoon

1993 **Master of Music Performance**, Bassoon

1991 **Bachelor of Music Education**, with honors

## EMPLOYMENT EXPERIENCE

### THE UNIVERSITY OF SOUTHERN MISSISSIPPI

#### College of Arts and Sciences

- Assistant to the Dean for Arts Administration, 2018 - present  
Develops and executes PR/Marketing plan for the School of Visual and Performing Arts (Art and Design, Theatre and Dance) and The School of Music.

#### School of Music

- PR/Marketing and Event Coordinator, 2011 – present  
Developed and executed PR/Marketing plan for the nationally recognized program, including recruiting, retention, community relations and management of more than 300 annual concert and events.
- Musical Theatre Director, 2013 - present  
Directs the university's featured large-scale musicals, *most notably The Phantom of the Opera* (2017 -

Winning the American Prize in Musical Theatre for his university production and professional company production in the same year, my recent videos of *Phantom of the Opera*, *Mary Poppins* and *Sweeney Todd* collectively have more than 2 million views on YouTube.

Co-winner of the American Prize for Musical Theatre 2018-19) and producing multiple cabarets and coaching musical theatre students. Directed an off-Broadway premiere at the Laurie Beechman Theatre, NYC (2011). [Complete list upon request.]

- **Special Events Director/Producer, 2002 - present**  
Directed and produced the university's premiere public and fund-raising events including *A Diamond Affair* (2022), *Casablanca* (2021), (*Renée Fleming The Voice of the Century* (2010); *United in Song* featuring Patti LaBelle, Patti Austin, Dionne Warwick (2007); *Plácido Domingo: One Voice. One Orchestra. One Night Only. The Concert Event of a Lifetime* (2005) [Complete list upon request.]
- **Adjunct Professor, 2007 – 8, 2017- present**  
Instructor in music entrepreneurship and previously, the Entertainment Industry program teaching undergraduate courses in artist management and concert production.

### College of Arts and Letters

- **Marketing and Event Manager, 2009 - 11**  
Planned and coordinated marketing for college and plans publicity and fund-raising events including the 2009 and Centennial Arts Galas.
- **Executive Director of Partners for the Arts, 2009 - 11**  
Directed the day-to-day operations and public relations of community-based arts support group.
- **Gala Designer/Director, 2009 - 10**  
Designed and directed fundraising galas incorporating live performance, music, dance, acrobats, food, drink and more into Award-winning and profitable events.

Partners for the Arts membership and contributions doubled in 2011, awarding almost \$100,000 in grants to USM arts

### Symphony Orchestra

- **Marketing and Educational Outreach Coordinator, 2002 - 9**  
Managed marketing and public relations team designing and producing print, electronic and video media for seasons including artists from Plácido Domingo to Patti LaBelle.
- **Gala Designer/Director, 2007 - 9**  
Designed and directed fundraising galas incorporating live performance, music, dance, acrobats, food, drink and more into Award-winning and profitable events.
- **Assistant Conductor, 1991 - 93**  
Coordinated special projects including pops concerts, concerto competitions, and opera galas.
- **Educational Coordinator, 1988 - 90**  
Designed lesson plans and acted as symphony liaison for area schools.
- **Program Coordinator, 1987 - 90, 2002 - 9**

During tenure with the Symphony Orchestra, Season ticket sales doubled, producing capacity audiences in all venues forcing extra performances to be added with a 95% retention rate in his last season.

Galas raised the visibility of the orchestra and arts at USM increasing ticket sales across the board for individual events, winning awards for design and generating more than \$60,000 per event.

### THE HATTIESBURG CONCERT ASSOCIATION

- **Executive Director, 2022 - present**  
Manages and oversees diverse cultural arts program of a 501(c)(3) providing enrichment and educational arts events to the Pine Belt, developing strategic partnerships to ensure the organization's success.
- **FestivalSouth Artistic Director, 2017 - present**  
Creates, plans, and manages the state's only multi-week, multi-genre arts showcase, producing more than 50 events annually and engaging partnerships from around the country and the globe.
  - Creator, FestivalSouth® Film Expo (FSFX) - Hollywood came to Hattiesburg as actors, directors, producers, casting agents, and location scouts visited the area.
  - Creator, Best of the Pine Belt® Competition and Awards - The annual competition regularly reaches more than half a million website hits and the awards brings together the business community for a town-and-gown celebration of our best.

FestivalSouth® has grown during the last few years to include more than 50 year-round, more than 20,000 participants and an estimated \$2 million economic boost to the community each year, has established itself and one of Mississippi's signature events.

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- Creator, Festival 5K – Partnering with local charities, this FestivalShares event helps service organizations enjoy the spotlight of festival promotions and reaping the benefits of this collaborative effort.
- FestivalSouth/HCA Marketing Director, 2008 – 2022  
Created brand recognition and credibility across multiple age groups and diverse populations to sustain the area’s annual arts festival.

## THE HUB CITY PLAYERS

- Founding Director, 2012 – present  
Developed a regional professional theatre company to present various productions from cabarets to full-scale musicals including *Jersey Boys* (2024), *Disney’s Beauty and the Beast* (2023), *The Play That Goes Wrong* (2022), *Sister Act* (2019), *Rock of Ages* (2016), and the regional premier of *James and the Giant Peach* (2017 – Co-winner of the American Prize for Musical Theatre 2018-19). The group also partners with local non-profits to present fundraising events, notably, *Rockin’ Christmas* (2016) and, has produced multiple cabarets for FestivalSouth®. Theatrical resume available upon request.

## CONSULT M

- Creative Director, 2009 - present  
Self-owned consulting service specializing in multi-faceted approaches to developing arts organizations. Clients include the Extra Table, Hattiesburg Concert Association, FestivalSouth®, Command Performance Workshops, The Natchez Festival of Music, and Mississippi Opera, to name a few.

*Other secondary music education experience upon request.*

## SKILLS

- Monitors the public view of the organization.
- Promotes news coverage of major announcements and coordinates media and public affairs such as news conferences or other events.
- Plans and executes public affairs and educational outreach activities and programs.
- Participates in the planning, communication, and coordination of community relations efforts and special projects or events.
- Coordinates projects with internal and external groups, including grants, sponsorships, and fundraising.
- Coordinates activities of web editors, web and graphic designers, audio-visual specialists, and photographers in the preparation of communication materials.
- Coordinates social media channels including school and event promotion, recruiting and audience, donor and alumni development.
- Gathers and assembles background information for publications or communication materials.
- Researches, writes and edits news releases, articles, speeches, and other communication materials for the media and the public.
- Explores opportunities related to the organization's image.

## TECHNICAL

- Mac and PC experienced including all Microsoft Office products (Word, Excel, Powerpoint, Publisher) and Adobe Creative Suite (InDesign, Photoshop, Illustrator).
- E-marketing software experience (Constant Contact, Mail Chimp)

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- Social media experience (Facebook, Twitter, YouTube, Pintrest, Instagram) including proficiency with Tweet Deck, Hoot Suite, and Later.
- Video and audio editing and commercial production (iMovie and FinalCut Pro).

## HONORS

- 2021 James “Jay” Slaughter Catalyst Award from Best of the Pine Belt 2021
- 2020 Finalist for the Sales and Marketing Award from the Public Relations Association of Mississippi, Pine Belt Chapter.
- 2019 Winner for the American Prize in Musical Theatre for the Hub City Players productions of *James and the Giant Peach* and the Southern Opera and Musical Theatre Company’s production of Andrew Lloyd Webber’s *The Phantom of the Opera*
- 2017 Texas Color Guard Circuit Hall of Fame Inductee
- 2017 Initiated as honorary member of Phi Mu Alpha Sinfonia
- 2016 Induction into the Gold Leaf Society (Southern Miss)
- 2015 Inaugural Pine Belt Image Award (FestivalSouth®) presented by the public Relations Association of Mississippi
- 2015 Outstanding Sales and Marketing Professional Pine Belt Award
- 2015 Distinguished Service Award from the University of Southern Mississippi Alumni Association
- 2015 Themis Award four outstanding service and contribution to The University of Southern Mississippi Symphony Orchestra
- 2013 Spirit of Action Award from Forrest General hospital Spirit of Women Program.
- 2011 Tourism Industry Shining Star Award for work with the Hattiesburg Concert Association from Hattiesburg Convention and Visitors Bureau.
- 2007 Top Event by *Convention South* magazine for the Atlantis Gala
- 2006 Gold and silver medal from the Mississippi Association of Broadcasters for television commercials produced for public service announcements
- 2004 and 2006 Distinguished Sales and Marketing Award from Sales and Marketing Executives International, Hattiesburg
- 1991 Inducted into Pi Kappa Lambda, National Music Honor Society

## PROFESSIONAL ASSOCIATIONS

- **Phi Mu Alpha Sinfonia**, honorary member
- **Partners for the Arts**  
Member (2009 – present), Executive Director (2009 – 2011)
- **American Symphony Orchestra League**
- **Sales and Marketing Executives International, Hattiesburg Chapter**  
Board of Directors - Director of Public Relations (2009)
- **Sales and Marketing Professionals – Pine Belt**  
Board of Directors – Special Event Chair (2010)

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- **Public Relations Association of Mississippi** (2008 – present)
- **Mississippi Opera Board of Directors**
- **International Double Reed Society**
- **Texas Color Guard Circuit**  
     Chief Judge, 2000-2005  
     Adjudicator, 1995-present
- **Winter Guard International**  
     Adjudicator, 1996-2003
- **Drum Corps International**  
     Adjudicator, 2000-2002

## REFERENCES

**Dr. Jay Dean, Emeritus Faculty**  
 The University of Southern Mississippi  
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