NEWPORT MANSIONS | The Preservation Society of Newport County

For Immediate Release

Access PDF and images here

For more information and photos contact:
Nick Kepley, Communications Manager
Office: (401) 847-1000, Ext. 130
NKepley@NewportMansions.org

Gary Ruff, Associate Communications Manager
Office: (401) 847-1000, Ext. 128
GRuff@NewportMansions.org

Nick Kepley Named New Communications Manager at The Preservation Society of Newport County

Kepley joins the Preservation Society after serving as Director of Marketing & Communications with Jacob's Pillow



NEWPORT, R.I. – The Preservation Society of Newport County announced today that Nick Kepley has joined the organization as Communications Manager. In this role, Kepley leads the development and execution of marketing communications strategies across the Preservation Society's business units and serves as the primary media contact for the organization.

A Providence resident with a background in performing arts and destination marketing, Kepley brings more than 15 years of experience leading non-profits, stewarding brands and overseeing marketing strategies for a wide variety of regional and national organizations.

Kepley joins the Preservation Society after most recently serving as the Director of Marketing & Communications for Jacob's Pillow, the largest and longest-running international dance festival in the country. While there, he initiated a PR-first strategy timed with the opening of the new state-of-the-art Doris Duke Theatre, implemented a brand refresh across communications and advertising, and served as a representative on the Berkshire Arts and Culture Alliance.

“Having worked at multiple historic organizations over the course of my career, I am a passionate fan of storytelling and am honored to have the opportunity to shine a spotlight on this iconic destination,” Kepley said. “Preservation becomes vital through its dialogue with the present and its impact on the future. I look forward to connecting the world with the history, artistry and legacy of these extraordinary Newport Mansions.”

Prior to Jacob's Pillow, Kepley served as the Director of Marketing at Explore Asheville, the destination marketing organization for Asheville, N.C., where he managed a roughly $12 million marketing budget, oversaw digital and integrated marketing campaigns and partnerships, and stewarded a redesign of Asheville's Destination Guide.

“We are beyond thrilled to welcome Nick to the marketing team,” said Kevin O’Leary, the Preservation Society’s Director of Marketing. “We’ve had a good run in the press the last 12 months and look forward to building on that momentum with Nick on board.”

Kepley has been instrumental in the development of three nonprofits, having served as the founding Artistic Director of MOTION Dance Theatre from 2010-2015, Creative Director and Artistic Associate of Dance Lab New York from 2015-2018, and Managing Director of Stewart/Owen Dance from 2023-2024.

ABOUT THE PRESERVATION SOCIETY OF NEWPORT COUNTY

The Preservation Society of Newport County is Rhode Island's largest cultural organization, protecting, preserving and presenting the best of Newport County's architectural heritage. As a nonprofit organization accredited by the American Alliance of Museums, the Preservation Society's 11 historic properties – seven of them National Historic Landmarks – span more than 250 years of American architectural and social development from the Colonial era to the Gilded Age.

Through its historic properties, educational programs, and related activities the Preservation Society engages the public in the story of America’s vibrant cultural heritage. Today, these "Newport Mansions" are an integral part of the living fabric of the city in which they stand.

For more information, please visit NewportMansions.org.

###