7914 norton avenue, apt 102, west hollywood, ca 90046

event producer | video producer | creative producer | line producer | project manager | account manager

objective: bringing experiences to life in imaginative and impactful ways

projects: event executions, tradeshow exhibits, sponsorship activations, product launches, corporate meetings, conferences, virtual productions, live broadcasts, interactive installations, special events, live action shoots, motion graphics, static displays, popup installations, fabrications, signage installations, still photography, street driving tours, brand identities, sampling campaigns, sound design, webinars, rfp proposals, agency reels, etc.

<u>expertise</u>: budgeting, scheduling, timelines, organization, client communication, relationship management, multi-tasking, planning, logistics, execution, problem-solving, negotiation, researching, contracting, staffing, resourcing, creative ideation, team building, talent management, covid protocols, showflow, zoom, microsoft teams, slack, openreel, smartsheet, office 365 suite, keynote, google docs, etc.

work history:

self-employed los angeles freelance producer (all levels) 02/22 – present

the xd agency los angeles executive producer 04/21 – 02/22

- o managed the end-to-end production of experiential tours, booth exhibits, remote & live action video shoots, popup installations, virtual productions, event executions, etc.
- scoped, tracked and reconciled budgets of varying sizes for agency clients including lego, porsche, fiserv, canoo, zscaler,
 etc.
- led concept designs, contract negotiations, onsite logistics, vendor management and post-event analysis
- o curated collaborative relationships with venues, partners, vendors, freelancers, etc.

publicis experiences seattle & chicago senior producer 03/15 – 04/21

- o managed all aspects of event execution for agency clients including microsoft, citi, paypal, bill & melinda gates foundation, usaa, the north face, etc.
- o managed micro (\$50K) to large (\$3M+) scale budgets including cost management, client billing and revenue tracking
- o supported agency projects including event executions, new business efforts, video reels, virtual productions, style guides, graphics packages, interactive installations, live action shoots, signage installations, brand identities, web banners, sound design, etc.
- o sourced vendors to support production needs including audio, video, décor, floral, lighting, scenic, rigging, staging, creative, content, security, transportation, shipping, food & beverage, registration, housing, entertainment, etc.

sapient chicago project manager (freelance) 09/14 – 01/15

- o managed event production, print, digital work and ooh advertising on the abbott account
- o functioned as the liaison between internal teams (creative, client services) and external partners (clients, agencies, vendors)
- o tracked internal resources to ensure delivery against project schedules and timelines
- o facilitated delivery of video spots, banner ads, radio spots, case study videos, print ads, event signage, etc.

the marketing arm nationwide event manager (freelance) 02/14 – 09/14

- o managed grassroots brand initiatives to build awareness and obtain leads within local markets
- o executed onsite event operations for client including l'oreal, pearle vision, netflix, etc.
- o scouted event locations, managed assets and coordinated logistics for event activations
- o trained and supervised local event staff

fiat chrysler automobiles chicago account manager 02/11 - 02/14

- o provided in-house experiential support for the midwest region
- set executable and measurable event marketing plans
- formulated marketing tactics to increase brand recognition, opinion and purchase consideration
- o developed creative concepts and program budgets for event activation plans

comcast chicago event manager (freelance) 05/10 - 02/11planned and executed marketing efforts in association with corporate sponsorships 0 engaged marketing tactics to drive brand awareness, retention and acquisition 0 crafted brand messaging and produced departmental event collateral 08/09 - 02/10commonground chicago event manager (freelance) executed multicultural activations focused on brand awareness, sampling and lead generation for clients including alberto culver, american family insurance, etc. cintas chicago tradeshow coordinator (freelance) 10/08 - 12/09 managed event logistics, production schedules and merchandising requests for over 50 activations 0 08/07 - 09/08midway games chicago marketing coordinator (freelance) conducted day-to-day account management for retail accounts including sears, kmart, toys r us & game crazy 0 created innovative, value-added pre-sell/gift-with-purchase campaigns 0 facilitated the production of product launch kits from design conception to final printing 01/07 - 08/07marketing werks nationwide brand ambassador (freelance)

collaborated with internal teams and creative partners to design display materials

education

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the ohio state university bachelor of science in business administration (marketing) 09/00 – 06/04

o served as a brand educator and national spokesperson on the walgreens health & wellness tour