

## Creative Productions Specialist

### Event Production

### Consulting and Teaching

### Team Building

### Requirements Gathering

Multifaceted project leader, relationship builder, and educator with passion for making a positive impact on both individuals and the community. Dedicated to providing the insights that inspire the creative process and the leadership and tactical expertise necessary to transform loose-concepts into reality.

## PROFESSIONAL PROFILE

**Serve as a trusted resource** – Provide insights, resources, and strategies that help individuals make better informed decisions toward achieving personal and professional objectives.

**Realize creative visions** – Collaborate across all levels of organizations in order to educate clients and drive the success of both large-scale productions and more intimate initiatives.

**Develop progressive solutions** – Build a comprehensive grasp of client objectives and motivations to identify bright spots, uncover opportunities, and develop innovative ways forward.

## PROFESSIONAL EXPERIENCE

### Founder and Change Consultant

Ariadne's Passion

2016 – Present

Ojai, CA

Founded the organization to help people more effectively navigate transition, with a focus on guiding clients to find clarity around needs and identify and connect with resources and ongoing support systems. Draw on experience in multiple methodologies and belief systems to create and facilitate workshops and retreats designed to transform participants' thought and behavior patterns through storytelling and re-scripting.

- Leveraged both traditional and cutting-edge marketing techniques (social media testing, trend research, etc.) and approaches to build brand awareness and connect with potential clients.
- Developed and delivered custom workshops and integrated services and environments for major arts, music, and lifestyle festivals, including 2017 DeJaVu Weekend and 2014-2017 Lucidity Festival.

### Fundraising Coordinator / Contractor

Ojai Youth Entertainers Studio (OYES)

2016

Ojai, CA

Hired to plan a Gala event and benefit for the non-profit's production of RENT. Cultivated donor relationships, sold program advertising, and advised the Office Manager and Artistic Director on fundraising strategy.

- Delivered both tactics and long-term gifting relationships that raised enough money to meet fundraising goals, cover key production costs, and increase the studio's financial viability.

### Project Manager and Event Support Consultant

Rx Harpe

2013 – 2015

Multiple Locations

### Project Manager, Staff Publicist, and Marketing / Media Liaison – Lucidity Festival LLC

Managed key aspects of the annual, 4-day festival's operations, from overseeing marketing, communications, and content development to innovating new ways to handle bag checks, information dissemination, and lost and found for 5K attendees.

### Assistant to the Creative Director – SkyFire Arts

Consulted with the CEO regarding production strategy, onboarding team members, clarifying professional and personal vision and immediate goals. Provided talent, strategic alliances recommendations, and on-site project management support.

**Front of House Management / Mobile Catering Set-up – Table Nectar**

Managed mobile kitchen and catering operations for a 5-day festival serving 500+ people. Coordinated meal service with chefs and led a team of volunteers and service staff.

**Promotions and Media Liaison – Campfire Storytime with Noah Crowe**

Developed and managed digital and traditional marketing for a storyteller/artist. Increased awareness and bookings by building a brand-aligned content strategy and connecting with local media outlets.

**Volunteer Coordinator and Event Organizer – Drawing on the Moon Retreat**

Provided a broad range of production support for the 3 day music and arts festival, including facilitating on-site production meetings, and facilitating team building rituals, recruiting, scheduling, and coordinating volunteers with team leads.

**Co-Founder and Director**

2009 – 2011

Studio D

Los Angeles, CA

Organized, marketed, and facilitated drawing / painting sessions and community events. Leveraged emerging digital marketing approaches, including early Facebook outreach, email marketing, and strategic alliances, to build the business. Developed fully catered, 6-hour painting experience with themes honoring minorities and 20<sup>th</sup> century artists.

**Concept Baking and Catering Proprietor**

2007 – 2013

Itty Bitty Bakery

Los Angeles, CA

Established the boutique catering company, specializing in event vending and vegan baking. Developed and executed all branding, recipes, costume, and characterization to “perform” service in alignment with event themes. Built relationships with and delivered to/served at local art, music, and lifestyle events.

**Art Model**

2007 – 2016

Various Artists and Organizations

Multiple Locations

Provided modeling and associated costume design services to many of the area’s most respected studios and schools, including Art Center College of Design, Santa Monica Community College, DreamWorks Animation and T.V. Studios, Disney Animation Studios, and Laguna College of Art and Design. Managed all bookings, scheduling, and accounting.

## EDUCATION AND PROFESSIONAL DEVELOPMENT

**BFA, Photography and Digital Media/ Art Expanded Forms (Magna Cum Laude)**

2005

Lamar Dodd School of Art, University of Georgia

Athens, CA

**Honors:** Presidential Scholar; Robert C. Byrd Scholarship; Governor’s Scholarship

HOPE Scholarship; National Honor Society Member

**Activities:** Study Abroad in Cortona, Italy

**Training, Course Development and Business Plan Creation**

2013

Women’s Economic Ventures (WEV)

Ventura, CA

## LICENSES AND CERTIFICATIONS

**Expressive Arts Therapy Certification (240 hours)**

2010

Expressive Arts Training Institute

Newport Beach, CA

## TECHNICAL SKILLS

Digital Marketing and Creation Tools and Platforms; Microsoft Office Suite (Word, Excel, Outlook), Adobe (Photoshop, Dreamweaver, Indesign), WordPress, Facebook, Instagram, LinkedIn, AlignKey, Tumblr