

Professional Summary

Dynamic entertainment leader with 17+ years of experience directing immersive experiences, live events, and large-scale productions. Skilled in pre-production management, creative strategy, and cross-functional collaboration to deliver tailored, high-impact performances. Experienced in overseeing budgets, developing brand campaigns, and executing events for global clients and audiences exceeding 2,000 attendees. Expertise in building industry partnerships, optimizing processes, and elevating audience engagement through innovative, theme-based concepts. Recognized for driving revenue growth, operational efficiency, and brand visibility across entertainment, hospitality, and corporate event sectors.

Skills

- Event Production & Pre-Production Management
 - Immersive Entertainment & Experience Design
 - Budget Oversight & Cost Control
 - Creative Strategy & Brand Campaigns
 - Cross-Functional Collaboration & Stakeholder Engagement
 - Onsite Event Operations & Logistics Coordination
- Audience Engagement & Client Experience Optimization
 - Vendor Negotiation & Contract Management
 - Run-of-Show Scheduling & Timeline Management
 - Process Optimization & Standard Operating Procedures
 - Large-Scale Event Supervision & Team Leadership
 - Languages: English, Spanish, French

Work History

Director of Immersive Entertainment – Cafe Wha Entertainment 11/2024 to Current

- Directing immersive entertainment initiatives from proposal to execution, managing event budgets up to \$60K.
- Overseeing all pre-production activities, including casting, costume design, prop fabrication, and custom choreography.
- Designing bespoke, theme-based immersive experiences tailored to diverse audiences and unique client specifications.
- Developing and maintaining detailed event run-of-show schedules to ensure seamless production and performance flow.
- Managing onsite operations for each event, coordinating setup, live execution, and efficient breakdown.
- Leveraging 17 years of expertise and industry relationships to elevate creative concepts and event delivery.
- Collaborating with cross-functional teams to integrate entertainment into broader promotional event strategies.
- Monitoring performance quality and audience engagement to refine offerings and strengthen brand reputation.

Production Manager – Cafe Wha Entertainment 03/2023 to 11/2024

- Assumed ownership of all pre-production logistics for 170 annual events across eight musical bands.
- Orchestrated communications among clients, bandleaders, planners, venues, and AV teams to ensure coordination.
- Collaborated with sound teams and AV professionals to guarantee technical excellence during live event execution.
- Developed and maintained a comprehensive Venue Bible with detailed information on more than 350 venues.
- Coordinated travel logistics and accommodations for performers, designing tailored itineraries for custom tours and events.
- Optimized pre-production processes by creating and implementing standard operating procedures still actively used today.
- Conducted pre-event walkthroughs and built professional relationships with venue managers, planners, and stakeholders.

Creative Director & Founder – Atomic Entertainment – New York City, NY 09/2010 to 06/2022

- Contributed to 25% annual revenue increase YoY through production of 500+ events from initial ideation to full production.
- Streamlined brand strategy through restructuring of creative submissions, marketing timelines, and navigation of brand rules.
- Excelled at producing impactful campaigns and revenue generating initiatives by executing new conceptual design trends.
- Secured and generated a 30% attendance increase at Turning Stone Casino and events for MTV, Swatch, as well as Citibank.
- Consulted with strategy brand awareness teams on American Copper Building, Aventura Mall, Watches & Wonders events.

- Directed evaluation of company's budgeting and maintained resources with continual track record of operating efficiencies.
- Negotiated cost savings and new vendor terms by securing lowest price from 3rd party vendors while improving cash flow.
- Directed themes, styles, and guidelines for creatives/production requirements and oversaw a team of designers.
- Implemented internal contract negotiation procedures that identified annual cost savings and revenue opportunities.

Event & Back of House Captain – Relish Events – New York City, NY

04/2011 to 12/2015

- Successfully directed events with over 2,000 attendees as well as supervised a team of 100+ event staff members.
- Oversaw event coordination, management, and organization of Fox Upfront Party and Fox's annual fall lineup event.
- Strategically managed all aspects of event specifications in order to meet strict deadlines and budget demands.
- Built relationships with vendors, venues, and other industry contacts to craft/implement creative aspects of each event.
- Researched the market, negotiated contracts with partners, offered feedback to clients, and completed activity reports.
- Obtained event permits, distributed invoices, updated senior management teams, and handled post-event reports.

Operations Manager – Rcano Events

06/2003 to 04/2006

- Formulated strategies and implemented financial measures to increase sales by 15% by opening and running new venues.
- Cultivated strategic alliances and partnerships and aligned sales revenue channel as on-site manager for over 150+ events.
- Expanded the company's reach through community initiatives, strong vendor relationships, and interactive meetings.
- Increased productivity by 20% by implementing internal audit procedures and S.O.P's which identified revenue opportunities.
- Maintained management structure for warehouse operations, including the use and maintenance of shipping box truck fleet.
- Leveraged research of competitive market for company to position and deliver profitability and expand client acquisition.

Previous Work History

Server/Bartender/Captain – Lasso the Moon – 09/2008 to 09/2009

Freelance Circus Artist – Cirque du Soleil, Cirque Eloize (Montreal, QC) Circ X (Miami ,FL) and Compagnie Ilotopie (Arles, France) – 2006 to 2010

Back of House Captain/Server/Bartender – Great Performances – 05/2001 to 07/2005

Technical Skills

Microsoft Office Suite, Google suite, Photoshop

Certifications

- CMP Certificate – in progress
- Wedding & Event Design Certificate – Event Leadership Institute

Education

Bachelor's Degree Program – in progress