
PROFESSIONAL SUMMARY:

Creative Strategist & Executive Producer with 15+ years building multimedia campaigns, partnerships, and experiential platforms for brands, artists, and entertainment properties. Partnered with Nike, Red Bull, and Live Nation to produce 100+ activations and brand stories that fuse data-driven insight with creative execution—driving 40% YoY engagement growth, \$285K+ sponsorship revenue, and a 92% client retention rate. Expert at connecting audience psychology, content strategy, and cultural moments to elevate brand equity and deliver measurable growth.

KEY SKILLS & COMPETENCIES:

Creative Vision & Brand Governance | Storytelling & Concept Ideation | Strategic Partnerships & Brand Alliances | Sponsorship Sales & Business Development | Contract Negotiations & Proposal Development | P&L Oversight & Pipeline Growth | Data-Driven Marketing & Trend Forecasting | AI-Driven Content Strategy & SEO | Multi-Channel Campaigns | Operational Strategy | Cross-Market Team Leadership, Recruitment & Onboarding

WORK EXPERIENCE:

FOUNDER & EXECUTIVE PRODUCER | BRAND & CREATIVE STRATEGIST

Six One Live, LLC - Nashville, TN | 2011- Present

- Directed creative vision and brand strategy for artists, influencers, and athletes, expanding market presence and building new revenue streams across music, entertainment, fashion, and sports sectors.
- Oversaw P&L management and contract negotiations, securing six- and seven-figure sponsorships, endorsements, and long-term agreements with Nike, Red Bull, and Live Nation—maximizing revenue, protecting IP rights, and generating sustainable recurring growth.
- Developed and produced 100+ brand activations, multimedia campaigns, and live events, including the Jack Harlow × KFC launch, driving \$1.2M+ in incremental revenue and 500K+ cross-platform impressions, and 40% YoY engagement growth.
- Designed and implemented influencer and UGC-driven strategies, collaborating with music labels, sports agencies, and fashion houses to produce story-driven content that elevated client visibility by 35% across Instagram, TikTok, and YouTube.
- Translated data and cultural insights into creative strategies that elevated engagement by 50% and strengthened long-term brand positioning.
- Led and scaled cross-functional teams of 10-50, aligning staffing, budgets, and vendor partnerships with strategic goals while implementing streamlined systems to drive operational excellence and sustain 100% on-time delivery in high-pressure environments.

PRODUCTION MANAGER | PARTNERSHIPS & CONTENT

Sherpa Concerts - Nashville, TN | 2009-2011

- Cultivated partnerships with 50+ touring artists, sponsors, and media outlets, strengthening audience engagement by 20% YoY and elevating brand visibility across multi-venue tours.
- Directed creative content and promotional campaigns for multi-venue tours, crafting press releases, artist spotlights, and communications that strengthened brand presence and increased ticket sales for shows reaching 20K attendees.
- Supervised a 10+ person crew across stage setup, sound, lighting, backline, and hospitality operations, introducing advance sheets and daily call sheets that cut show delays by 30%.
- Produced sponsor-branded activations (VIP lounges, fan zones, signage) that improved sponsor retention, unlocked recurring revenue, and aligned brand messaging with artist identity and audience experience.

ARTIST & FESTIVAL OPERATIONS COORDINATOR

AC Entertainment - Nashville, TN | 2008-2009

- Advanced artists' schedules, hospitality, and transportation for 100+ national and international touring acts, strengthening artist relations, and supporting repeat engagements.
- Supported festival operations and stage management for events with 80K+ attendees, reducing performer changeover delays by 15% through streamlined workflows.

PRODUCTION & BRAND PARTNERSHIPS MANAGER

Great Big Shows - Nashville, TN | 2006-2008

- Directed production logistics and vendor management for 50+ concerts and branded events, onboarding, and supervising 15+ staff while delivering programs on time and under budget.
- Developed and executed artist-brand sponsorship activations (signage, fan zones, VIP experiences) that cut setup time by 20% and boosted sponsor ROI through integrated brand storytelling.
- Created marketing and sponsorship collateral that amplified partner visibility and enhanced audience engagement across live experiences, resulting in increased audience participation and sponsorship satisfaction.

JUNIOR PRODUCER | CREATIVE CAMPAIGNS & TALENT MANAGEMENT

Eye For I Studio Agency - Milan, Italy | 2004-2006

- Supported creative direction and campaign execution for editorial, runway, and commercial projects, managing talent casting, budgets, and workflows to deliver on-time and within budget.
- Coordinated cross-functional creative teams of photographers, stylists, and vendors, streamlining production schedules and call sheets to improve efficiency and alignment.
- Collaborated with creative directors to shape campaign narratives and messaging, producing assets that strengthened brand storytelling across fashion and commercial markets.

FASHION MODEL

Flash Model Management - Milan, Italy | 2000-2006

- Represented internationally in editorial, runway, and commercial campaigns, gaining global exposure and firsthand experience in brand storytelling, creative direction, and high-level production workflows within the fashion industry.

EDUCATION

University of Tennessee - Knoxville

B.S Secondary Education, College of Education, Health and Human Sciences

Graduated *cum laude*, 1998 - 2003

TOOLS, PLATFORMS & SYSTEMS

Asana, Trello, Slack, Google Workspace, Microsoft Office Suite

HubSpot CRM, Salesforce CRM, Airtable, QuickBooks

Google Analytics, Meta Ads Manager, TikTok Analytics, YouTube Studio

Grammarly, SEMrush, Ahrefs, WordPress

ChatGPT, Midjourney, CreatorIQ, Zapier

Adobe Creative Suite, Premiere Pro, Canva