



Innovative concepts, creative design, flawless execution

Successful event planning requires ingenuity, imagination, and integrity, as well as resourcefulness, attention to detail, and follow through. At **bluefunkproductions, llc**, a full-service event management company, we understand that event management is a crucial strategic marketing and communication tool in today's wired, global economy. Identifying your unique goal and how you envision success is the first step in strategizing and developing a detailed action plan to ensure your event exceeds expectations. My 13+ years producing, managing, and marketing promotional and special events—for as few as 15 people up to 40,000 people—provides me with the experience and creativity to plan, coordinate and implement events that surpass expectations.

SPECIFIC SKILLS:

- responsible for the operational and financial management of special events
- expert at the creative, technical and logistical elements of successful events
- event and brand building, and marketing and communication strategies, to ensure maximum utilization of space and other resources for revenue growth
- targeted media coverage and media buys
- production coordination and stage management
- event design, audiovisual production, scriptwriting, logistics, budgeting, negotiation
- coordinate location support services, including transportation and parking, catering, dining, information technology, electricity and other utilities, set ups, permits (alcohol permits, insurance licenses, etc.), facilities and custodial, risk management and security, emergency plans and aid stations, etc.

SUSTAINABLE EVENT MANAGEMENT (EVENT GREENING)

Sustainable event management refers to events that integrate a particular concern for environmental, economic and social issues. Sustainability in event management incorporates socially and environmentally responsible decision making into the planning, organization and implementation of, and participation in, an event. It involves including sustainable development principles and practices and aims to ensure that an event is hosted responsibly. Event greening should start at the inception of the project, and involve all key role players, including clients, organizers, venues, sub-contractors and suppliers.

SPECIFIC PRICING QUOTES WILL BE PROVIDED AFTER A PRELIMINARY MEETING WITH CLIENT

CLIENTS AND SPECIAL EVENTS OVERVIEW

Jim Rouse Theatre for the Performing Arts, Columbia, MD, sampling of 2006-2014 returning client list

Columbia Orchestra, Columbia Pro Contare, Columbia Festival of the Arts, Howard County Arts Council Gala, the League of Women Voters, Teelin Irish Dance Studio, Ballet Royale, Kinetics Dance Theatre, Studio Dans, Arabesque Dance Studio, India Forum, Kumon Columbia West

WTAJ-TV10, Altoona, PA, 1996-1998 Special Events Overview

I conceptualized, organized, executed and marketed special events and partnership opportunities that generated nearly \$1 million dollars for WTAJ-TV10. My responsibilities included internally coordinating the sales, news, marketing, and technical departments as well as insuring the satisfaction of outside partners, event planning, heading meetings, writing scripts, producing promotional spots, coordinating WTAJ's involvement, including talent participation, and overall event execution. I also directed the efforts of WTAJ to raise tens of thousands of dollars in support of local nonprofit organizations including: the American Cancer Society, the American Diabetes Association, the March of Dimes and many more.