

JENNIFER WESTON

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Overview

Accomplished business owner and consultant with over a decade of experience supporting and guiding executives and owners of successful businesses within non-profit, entertainment, fashion, marketing, PR and publishing.

Work Experience

Freelance Production Projects – 2011/Current

- Associate Producer – Delta Lounge and Sponsorship Activation at LA Food & Wine Festival 2011
- Associate Producer – Hublot LA Boutique Opening & Usain Bolt Foundation Charity Event

Event Photography – 2010/Current

- Hublot LA Boutique Opening & Usain Bold Foundation Charity Event (2011)
- Ace Hotel Palm Springs – Cultural Events Photographer (2011)
- Bing Bar at Sundance Film Festival (2010)

Nappytabs, LLC (client – Los Angeles, CA)

Management & Business Consultant – May 2006 to May 2011

- Manage and oversee all aspects of Hip Hop clothing line
- Manage all aspects of production for clothing line including; purchasing, invoicing, coordination of design, artwork and screening
- Manage and execute all marketing initiatives including; events, sponsorships, press, product placement, e-blasts, myspace, facebook and twitter
- Work with owners to create website and continue to manage all aspects of online store maintenance including; inventory management, coding, pictures, order tracking and fulfillment and customer service
- Designed POS and inventory tracking systems for store front
- Manage all inventory for store, events, online and custom orders
- Handle all bookkeeping and money management for business including; event sales, website sales, in-store sales and all other A/R & A/P matters such as merchant services and manufacturer and vendor payments
- Oversee event production and sales for International and National dance conventions
- Head up new business initiatives with retailers, custom orders, events and sponsorships
- Maintain relationships with existing retailers, conventions, individual customers and partners

ITEM Magazine (Los Angeles, CA)

Editorial Coordinator – January 2006 to May 2006

- Issue Planning
- Assign writers to stories
- Pitch to celebrity publicists for cover, feature stories and fashion spreads
- Coordinate all photo shoots including cover and celebrity features – along with attending and supervising many shoots
- Liaison with art department re: photo shoots, images and concepts
- Assist in planning and coordination of LA events
- Networking with talent, beauty, fashion and restaurant publicists to bring in new business

Couch Nobelius (Los Angeles, CA)

Office Manager – April 2005 to February 2006

- Manage the CN offices & staff in Los Angeles & London
- Manage all CN Human Resources (from contracts to health plans, timesheets to vacation days)
- Manage office assistant, temp staff and interns
- Mail delivery, organization and dissemination
- Work closely with CN accounting department to ensure accurate flow of Payables/Receivables and all intra-company communication
- Ensure accuracy and relevancy of all CN administration templates & organizational structures
- Ensure functionality of all CN hardware (in conjunction with CN online division)
- Build relationships with current and possible partners within hotel groups, travel companies and vendors
- Assist in CN event pre-production and on-site execution

Edge Performing Arts Center (Hollywood, CA)

General Manager – March 2000 to April 2005

- Oversee the day to day on goings of professional dance studio which includes a total of over 45,000 students and a faculty and staff of 50+
- Handle all incoming moneys, class scheduling, studio rentals, private workshops and studio maintenance
- Interface and provide customer service to clients such as overseas companies, US dance studios, casting agents, directors, producers, choreographers and Edge staff and clientele
- Implement and develop a computer system for ledger management and class scheduling in 2002
- Work daily with Word, Excel, Outlook, CorelDraw, Internet Explorer and ClassManager (Edge studio software)

Volunteer/Consulting

- One month spent on-site at a Liberian Refugee Camp in Ghana working with The Carolyn Miller School and Niapele Project orphanage. Facilitated a partnership with Global Giving in Washington D.C. to support fundraising as well as created a marketing strategy for the NGO “Vision Awake Africa For Development” supporting The Carolyn Miller School in Liberia. To date have raised over \$30,000 for the organization.
- Produced and hosted fundraising events for “Artists For A New South Africa” and “The Niapele Project” in Los Angeles.