

RACHEL F. NEWMAN

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PRODUCER – EVENTS, TOURS & SPONSORSHIP ACTIVATION

Event and tour production professional, accomplished in all aspects of production and execution including: conceptualization and design, budgeting, travel and hospitality management, production management, project coordination, scheduling, logistics, budget and inventory reconciliation and project reporting when relevant.

WORK EXPERIENCE:

Freelance Production Projects – 2011/Current

- Production Director - LiveStyle Entertainment Film Lounge & Supper Club at Sundance Film Festival
- Asst. Staging Supervisor – TV production of A Christmas Tree Lighting at the Grove with Mario Lopez
- Producer – Delta Lounge and Sponsorship Activation at LA Food & Wine Festival 2011
- Producer – Hublot LA Boutique Opening & Usain Bolt Foundation Charity Event

Ace Hotel & Swim Club: Palm Springs

Cultural Engineer - November 2010 to May 2011

- Created and sold cultural events that resulted in either room or F&B sales.
- Booked and executed all cultural weekly, monthly and special events for hotel venues: Amigo Room (Bar/Lounge), King's Highway (Restaurant), Poolside and Commune (Event Space).
- Worked hand in hand with the DOSM to drive sales efforts and meet budgeted goals for both Rooms and Food and Beverage revenues.
- Coordinated between Sales, F&B, Housekeeping, Engineering, Accounting and GM to facilitate daily execution of events.
- Completed communication documents to management team (month end reports)
- Market research and analysis
- Worked with F&B team to compile and present revenue reports on weekly programming and special events.
- Monitor cost effectiveness of e-blast, mailing and social media web effort based upon cost/revenue generated analysis
- Coordinated and evaluated marketing opportunities with DOSM

Freelance Production Projects – 2009 to 2010

- Production Director – Microsoft Bing Bar at Sundance Film Festival
- Production Director – Topshop Bicycle Club
- Production Team Manager – Dior National Sales Meeting
- Production Manager – Oxygen Hair Battle Premiere Party
- Stage Manager/Production Team – Dinah Shore Weekend
- Asst Tour Manager – Jay-Z Blueprint 3 Fall Tour
- Asst Production/Tour Manager – Toni Braxton & Usher
- Production Associate – Red Bull National Marketing Meeting

Mother NYC (Advertising/Marketing Agency)

Producer – January 2009 to September 2009

Clients/Programs:

Dell, KY, Virgin Mobile, Kyocera, New Balance

- Producer/Project Manager – Dell Lounge at Summer X Games
- Production Manager – Virgin Mobile (FreeFest) Festival 2009
- Production/Routing Consultant – Dell Lounge Tour
- Marketing Consultant – KY Intrigue
- Field Producer – New Balance 365 Project - Short Film Collection

11th Hour Productions, LLC

Owner/Producer – January 2006 to January 2009

Clients/Programs:

Baileys, Old Navy, Lowe's Home Improvement, Virgin Mobile USA, LOGO, Fuse TV, Adult Swim, Helio, Boost Mobile, Topshop, LeSportsac

- Formed 11th Hour Productions partnership: designed and implemented all operational systems for company.
- Acted as COO, oversaw all administrative staff and production teams – up to 20 staff/crew members at once.
- Acted as CFO, managed company operational budget and all client budgets, up to \$2mm/year. Also oversaw payroll and wage distribution for independent contractors. Interfaced with business managers and accountant on a regular basis.
- Performed all Human Resources duties such as securing and managing insurance for the company and it's employees, managing new hires and orientation, general staff management.
- Headed up New Business initiatives for the company and created and maintained all marketing materials including website, mailings, email blasts, newsletters, etc.
- Project /Tour Manager for the following:
 - Old Navy Search for the New Magic Tour 2007
 - Latina Nation 10th Anniversary Tour 2007
 - LOGO Pride Rick & Steve Tour 2007
 - LOGO Pride Sordid Lives Tour 2008
 - Adult Swim Ghostface Killah Tour 2008
 - Baileys Get Together Tour with Jill Scott & John Legend 2008
 - Hot 97 Summer Jam 2007 - 09
 - Virgin Mobile Festival 2007 - 08
 - McCarren Park Pool Parties 2007 - 09
 - The Great Safety Adventure 2007 - 08

DVC Worldwide, DVCx

Account Executive – March 2003 to January 2006

Clients/Programs:

Kraft/Tassimo, Georgia Pacific, Target, Marshall Fields

- Managed project logistics and tactics from implementation through execution.
- Negotiated and managed vendor relationships: printers, fabricators, fulfillment/logistics and creatives.
- Created and managed project budgets and timelines.
- Engaged in all new business initiatives – brainstorming and concept development, proposal writing, research, creation of directional graphics and visuals.
- Created all NYC in-house visuals – site diagrams, directional mock-ups for vendors, staff materials.

DVC Worldwide, DVCx & DVCinteractive

Office Manager – March 2002 to March 2003

- Maintained all office supplies and equipment – telephones, internet lines and employee computers, copy machines, projectors, etc.
- Handled travel and calendars for all office executives.
- Managed all maintenance staff – custodial services, elevator, waste disposal.
- Oversaw all shipping and receiving for the office.
- Assisted all executives with expense reports and project work – presentation preparation, research, cold- calls, sample procurement, visual mock-ups, etc.

EDUCATION:

B.A. with Honors in English, Writing Concentration. GPA=3.85

The New School University: Eugene Lang College, 2002

COMPUTER SKILLS:

Mac & PC platforms, MS Office (Word, Excel, & Power Point), Photoshop CS4, Illustrator CS4, In Design CS4, Quickbooks, Filemaker, Logic Pro, HTML proficient, some knowledge of Flash