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AREAS OF EXPERTISE:

Strategic Event Planning & Management | Vendor Relations | Account & Client Management | Staff Management & Training | Budget Development & Reconciliation | Creative Event Experiences & Programming

KARLITZ & COMPANY • NYC • 2019

Freelance Senior Account Manager, Luxury Event Marketing – American Express

Production Manager, Transportation and Dining Logistics – Carbone By Centurion

Onsite Tour Manager – Perk Truck

Onsite Producer – La Fete Champagne Salon

- Client lead for American Express and Delta co-branded partnership events
- Oversaw budget of \$800K+ inclusive of additional agency partners and vendors for multi-city Perk Truck Tour campaign
- Briefed and pitched Amex client team on creative and strategic plans while managing production and creative vendors
- Managed and liaised between all integrated teams and agencies including PR, creative, and outside production vendors from design to fabrication; coordinating all efforts to ensure efficiency
- Created run of show and ensure the team maintains deliverable timelines and adheres to the production schedule
- Helped plan and execute Carbone by Centurion pop-up private dining experience in Cannes
- Sourced and managed all equipment to facilitate turning a luxury villa into a working restaurant-grade kitchen
- Responsible for onsite service logistics including: managing all purchasing and inventory lists, load-in and load-out process, and post-event inventory and international shipping
- Managed private transportation for all guests, staff, and American Express and Major Food Group client teams
- Helped plan and execute La Fete Champagne Salon pop-up event in partnership with La Fete du Champagne and La Paulée
- Oversaw design and creation of vendor installations throughout public spaces in venue leading up to the event; working in tandem with fabrication and technical vendors to ensure success for each night
- Spearheaded vendor relations and management including furniture rentals, AV/Tech support, graphics, premiums, brand ambassador staffing and training, security needs, and additional production details from load-in to load-out

MAGNETIC COLLABORATIVE • NYC • 2019

Freelance Senior Producer, Live Events - Samsung

- Served as point of contact for all workflow communications to internal teams regarding scheduling, deliverables, deadlines, and tracking of any issues or risks to maintain consistency while managing and training a team of 8 staff
- Managed and produced weekly marketing programming including demos of new products at various city-wide attractions like FlyWheel Sports, Starbucks Roastery, Museum of Illusions, and FlowerSchool New York
- Managed and produced monthly influencer programming including #BeWell Conversations with Dr. Jess featuring A\$AP Ferg, June Ambrose, and Swizz Beatz
- Guided the development of creative strategies to ensure events stayed within project scope based on deliverables, schedule, and financial estimate to ensure a streamlined client approval process
- Produced Level Up, an in-house live streamed Esports tournament and concert event in partnership with Fortnite, Super League Gaming and YG Entertainment, featuring custom in-game 837 creative island, food and beverage for players, gaming scavenger hunt, interactive dance competition, DJ and roaming MC, and performance by Korean super group iKON
- Created and adhered to run of show, graphics schedule, technical cue-to-cue, build timelines, and crafted field reports with real-time data and photos for internal and client distribution

PINPOINT PRODUCTIONS • NYC • 2017- 2018

Freelance Producer, Experiential and Community Events – Google

Creative Associate & Producer – Crime Con 2018

- Produced and managed Google's Tech Slam and Dress Code events, Google @ALA18 Conference, and Georgia Gravity Games
- Hired, trained, and managed a team of brand ambassadors and production assistants onsite
- Responsible for onsite logistics including: managing all purchasing and inventory list, load-in and load-out process (including vendor deliveries and production assistant responsibilities), build schedule, and post-event inventory of event collateral
- Researched and liaised with all venues and vendors, securing all COIs and appropriate permitting while also ensuring all aspects of event remain within budget and to client's specifications
- Maintained timelines, production schedule and graphics/décor/prop/deliverable grids
- Helped plan and manage a 3,000 person conference in Nashville, TN – Crime Con
- Identified and managed all onsite signage, vendor and sponsor activation footprints, and installs throughout convention space
- Managed schedule of all breakout rooms, meet and greets, trained and supervised staff of 30, oversaw all event shipping
- Executed setup and managed event for interactive Private Investigator Experience activation for a group of 275

LIVE X • NYC • 2015 - 2017

Broadcast Production Manager & Marketing Director

- Managed end-to-end production of the official Times Square Webcast for New Year's Eve annually
- Hired and managed field crew of 16 people for "Studio 2016" at the Democratic National Convention in Philadelphia
- Devised content strategy, produced and maintained editorial calendar, and edited assets for social media pages and website
- Created all marketing/sales, pitch, and training decks for company

WME/IMG (CURRENTLY ENDEAVOR) • NYC • 2015 - 2016

Freelance Project Manager, Global Partnerships

- Led the execution of multiple client and potential account creative projects through its entire life cycle from concept to delivery
- Organized workflow and communicated of any issues or risks regarding the project with both the client and internal teams
- Drove the development of creative strategies and refinement of the scope based on deliverables, schedule, and financial estimate
- Enforced quality control of agency project management requirements regarding processes, tools, approvals, and milestones

BUZZFEED • NYC • 2015

Lifestyle Editorial Fellow

- Pitched, researched, authored, and edited lifestyle-focused content in the areas of food, DIY, parenting, fashion, and health
- Managed schedule, logistics, and editing for original content photo shoots in conjunction with photo and design teams
- Developed strategic scheduling to promote and optimize content for weddings, travel, and family social media pages

RUBY STONE PRODUCTIONS • NYC • 2014

Freelance Event Coordinator

- Point of contact for all event logistics including catering, design, venue, and onsite contractors from set up through breakdown
- Maintained event finances including proposals, invoices, payments, and reconciliation of budgets \$500K+
- Coordinated logistics of international vendors prior to and onsite during overseas client activations at Cannes Lions Awards

LIVESTREAM (CURRENTLY VIMEO) • NYC • 2013 - 2014

Broadcast Production and Project Manager

- Interfaced with agencies, technicians, and sales teams to develop custom live broadcast services from contract phase through post-production for clients including: Clinton Foundation, Victoria's Secret, Audi, and over 125 US local news stations
- Managed end-to-end productions of the official Times Square New Year's Eve, Yoga Solstice, and Fashion Week webcasts

LIVINGSOCIAL • Washington, DC • 2011 - 2013

Production Coordinator/Account Manager

- Coordinated marketing campaigns, reviewed, and restructured deal terms in contracts for higher revenue potential
- Managed communication and coordinated the production lifecycle as the main point of contact for client, creative, and design
- Honored with the "Live Hungry" award for taking initiative and showing valuable team effort and the "Surprise and Delight" award for going above and beyond to create great experiences in the workplace

THE WALT DISNEY COMPANY • Orlando, FL • 2006 - 2011

Entertainment Manager/Talent Coordinator, Disney Event Group and Disney Cruise Lines

- Created schedules and proposals, maintained budgets and timelines, booked talent and vendors, and stage managed events for internal, corporate, and private client events at Walt Disney World Parks and Hotels
- Managed performance logistics for national and international talent groups of 12-300 performers daily
- Arranged international and domestic travel, accommodation, and payroll for all talent acts across entire Disney cruise fleet

THE WALDORF ASTORIA • Orlando, FL • 2009 - 2011

Guest Recognition Manager, Opening Team

- Developed department focusing on the engagement of VIP clients and leisure custom events – used as the global benchmark
- Created resort marketing mascot, Waldy the peacock, to increase the revenue possibility afforded by a more child-friendly brand
- Implemented and directed strategic amenity, VIP, and kid's club marketing programs aligned with guest satisfaction KPI's
- Created and launched database used for tracking returning guests, revenue, and guest personal preferences used resort-wide

EDUCATION

Theatre — University of Central Florida **Hospitality Management** — Rosen School of Hospitality Management

SKILLS

Microsoft Office Suite – Excel · PowerPoint · Outlook · Word · Access;

Social Media – WordPress · Instagram · Tumblr · Twitter · Facebook Pages and Apps · Snapchat;

Software — Mac OS · Google Drive · Slack · Asana · CMS publishing tools · working knowledge of HTML and Adobe Photoshop