

REN VEASEY

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SUMMARY

Experiential Event Producer specializing in events across multiple landscapes executed with production expertise, creative vision, and an invaluable care for the project and people involved.

EXPERIENCE

PRODUCER

Freelance (July 2023 – Present)

- Rolling Loud Miami 2023
 - Production lead for: Culture Kings, Miami Heat, DGK, Amazon-Music, and Rolling Loud brand activations.
 - On-site lead for Sponsorship, Client Services, Hospitality and Site-Ops.
- ABC's "The Golden Bachelor" Mel's Drive-In Experience
 - Production lead for a press party and three-day activation for ABC's "The Golden Bachelor" that transforms the exterior and interior of Mel's Drive-In, as well as a roaming food truck activation in Los Angeles and New York City.
- Maluma Don Juan Tour x Contraluz
 - On-site production lead for Contraluz brand activation, hospitality, and consumer meet & greet.

EDUCATION

Michigan State University

Bachelor of Science

Advertising Management and Media

SKILLS

- Microsoft Office (Excel, Word, PowerPoint)
- Google Docs Editor Suite
- Adobe Illustrator
- Adobe Photoshop
- Adobe PremierePro

ASSOCIATE PRODUCER

Mosaic (June 2021 – September 2023)

- Lead the production of mid to large scale experiential events such as pop up brand activations, private artist and influencer events, concerts, and festival activations from conception to execution.
- Managed all production elements including: Fabrication and AV/Tech vendor relations, venue and operation communication, event staffing management, sourcing, event design execution, talent management, hospitality, and onsite logistics.
- Lead vendor contract negotiations and implementation.
- Provided client service support through establishing positive rapport, maintaining client relationships, and consistent delivery of all client needs and expectations.
- Advised creative team on production design concepts and execution.
- Collaborated with internal teams to form strategic timelines, manage budgets up to \$2M, and carry out onsite execution.
- Key Projects: 2021 Bacardí Festivals (*six festivals*), 2022 Bacardí Festivals (*eight festivals*), 2022 Bacardí Party Tour (*six city concert tour*)

PRODUCTION COORDINATOR

HH Global (August 2019 – May 2021)

- Oversaw the marketing material production process for Anheuser-Busch through tracking, reporting, and scheduling production.
- Managed tasks between three internal account teams, 500+ vendors, and five suppliers to ensure quality, on-time project execution.