

Rachel F. Newman

EVENT PRODUCER / ENTERTAINMENT & EXPERIENTIAL SPECIALIST / ENTREPRENEUR

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PROFILE

Over twenty years experience in event and experiential marketing strategy and execution. I started as an intern and have worked my way up, spending time at nearly every level and interfacing with all departments, at marketing and advertising agencies, production companies, film/tv/digital studios, entertainment and media conglomerates, consumer brands, non-profit organizations and most recently, a large hospitality franchise. I'm also an entrepreneur and have started and managed two successful production companies, 11th Hour Productions & The New West Company, LLC.

CAPABILITIES

- ★ Experiential Marketing & Sponsorship Activation - Strategy & Ideation
- ★ Integrated Production - 'Shot for Film/TV/Web Content' Events
- ★ Concert, Tour & Festival Production
- ★ Pop-Up Retail & E-Commerce
- ★ Live Streaming & Multi Camera
- ★ Production Design & Management - Fabrication, Vehicle Modification, etc.
- ★ Staging and Stage Management
- ★ Technical Direction - A/V, Lighting, Digital Integration, Pyro and SpecialFX
- ★ Vendor/Labor/Staff Sourcing, Contracting & Oversight
- ★ Operations/Logistics/Permitting
- ★ Talent Booking & Management
- ★ Financial Management - Budget Development, Tracking & Reconciliation
- ★ Project Management - Schedules, Timeline & Deliverables Tracking
- ★ Communication Management
- ★ Presentation Development - Research & Copywriting
- ★ Hospitality & Travel Coordination

WORK EXPERIENCE

Mirrored Media

Executive Producer - Nov 2025 to Present

Clients/Programs: *TikTok, Disney, Amazon Prime Video, Amazon MGM Studios, Sony Studios*

- Oversee multiple medium (\$500k+) to large (\$1-2mm+) programs simultaneously, with responsibility for profit management and prioritization of all deliverables to ensure agency quality standards and meet client objectives.
- Manage production team of 10 senior and junior producers on all projects and departmental efforts
- Develop timeline, production bible, production schedule and track key deliverable dates for program success with clients, agency departments and vendors.
- Manage all aspects of live events: venue selection and contract negotiation, vendor, crew and staff sourcing and management, production design, technical direction, audio/video/lighting, fabrication, staging, IT, power, permitting, data capture and communications, brand creative integration, graphics, event flow planning, F&B and hospitality, transportation and logistics.
- Create and implement a comprehensive, close to 'real-time' budget tracker that provide daily snapshots of overall fiscal health of each project.
- Work closely with finance department to process, categorize and track all project related A/P & A/R and report financial status of job progress/status on a bi-weekly basis to manager and client service lead.
- Analyze current program implementation and operations and make recommendations for improvement to ensure client satisfaction and internal efficiency.
- Work closely with the Strategy department on RFP proposals and handle all production elements for presentation - budgets, timelines, team organization charts, venue research and recommendations

BMF Media Group

Executive Producer - June 2023 to Nov 2025

Clients/Programs: *Westfield Group, UMG, FOX Studios, Marriott International, Jack Daniel's, VISA, Wells Fargo, Haus of Gaga, Sephora, Gucci, Sol de Janeiro, Kirby Beauty, Parlux US, Jaeger-LeCoultre, Lamborghini, McLaren*

- Oversee multiple medium (\$500k+) to large (\$1-2mm+) programs simultaneously, with responsibility for profit management and prioritization of all deliverables to ensure agency quality standards and meet client objectives.
- Manage LA production team on all projects and departmental efforts
- Develop timeline, production bible, production schedule and track key deliverable dates for program success with clients, agency departments and vendors.
- Manage all aspects of live events: venue selection and contract negotiation, vendor, crew and staff sourcing and management, production design, technical direction, audio/video/lighting, fabrication, staging, IT, power, permitting, data capture and communications, brand creative integration, graphics, event flow planning, F&B and hospitality, transportation and logistics.
- Create and implement a comprehensive, close to 'real-time' budget tracker that provide daily snapshots of overall fiscal health of each project.
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Red Lion Hotel Corporation - Los Angeles/Denver

Director of Programming & Events - The Living Stage - April 2017 to March 2020

Program development & curation for The Living Stage at 7 properties - Baltimore, Brooklyn, Washington DC, Omaha, Salt Lake City, Spokane & Olympia, Washington. Responsible for all stage bookings, program & event promotional strategies and direction and oversight of property teams and event execution, as well as, management of the complimentary video capture and live stream program offerings, including equipment & systems sourcing, installation and maintenance.

The New West Company, LLC - Los Angeles

Owner/Production Director - March 2015 to April 2017

Clients/Programs: *Sonos, Yahoo!, The Gap, Universal Music Group, Blue Note Records, The Grove/Simon Properties, ACII, LA Gear, Swatch Group, Netflix, FYI Communications PR, N Compass, Manno Media, Financial Lawyers Conference, Los Angeles Intellectual Property Law Association, Turnaround Management Association*

MKTG - Los Angeles

Senior Producer - February 2013 to Jan 2015

Clients/Programs: *Beats by Dr. Dre, Nike, Jordan, Google, Sonos, Nintendo, Yahoo!, Benefit Cosmetics, Pokémon*

- Oversaw multiple medium (\$500k+) to large (\$1-2mm+) programs simultaneously, with responsibility for profit management and prioritization of all deliverables to ensure agency quality standards and meet client objectives.
- Developed timeline, production bible, production schedule and tracked key deliverable dates for program success with clients, agency departments and vendors.
- Managed all aspects of live events: venue selection and contract negotiation, vendor, crew and staff sourcing and management, production design, technical direction, audio/video/lighting, fabrication, staging, IT, power, permitting, data capture and communications, brand creative integration, graphics, event flow planning, F&B and hospitality, transportation and logistics.
- Created and implemented a comprehensive, close to 'real-time' budget tracker that provided daily snapshots of overall fiscal health of each project.
- Worked closely with finance department to process, categorize and track all project related A/P & A/R and reported financial status of job progress/status on a bi-weekly basis to manager and client service lead.
- Analyzed current program implementation and operations and made recommendations for improvement to ensure client satisfaction and internal efficiency.
- Los Angeles Office social media manager - posted office and project updates, event photos and behind the scenes details.
- Assisted New Business and Creative teams across offices with copywriting needs - presentations, press releases, web content, signage and collateral copy.

FREELANCE PROJECTS - Los Angeles

Production - December 2009 to December 2012

- ★ Staging Supervisor – TV Special: A Christmas Tree Lighting at the Grove '12
- ★ Producer – Hyundai 2012 Equus Ride & Drive Golf Clinics '12
- ★ Asst. Staging Supervisor – Disney 'Make Your Mark' Shake it Up Dance Off '12
- ★ Production Manager – AMC A. Zombie for President Campaign Tour '12
- ★ Producer – Hyundai Fuel Efficiency Month Campaign '12 (Filmed for TV Ad)
- ★ Executive Producer – Hyundai Sponsorship at Coachella '12
- ★ Staging Supervisor – LOGO New Now Next Awards Show '12
- ★ Production Director – Film Lounge & Supper Club at Sundance Film Festival '12
- ★ Asst. Staging Sup. – TV Special: A Christmas Tree Lighting at the Grove '11
- ★ Producer – Delta Sponsorship Activation at LA Food & Wine Festival '11
- ★ Production Director – Microsoft Bing Bar at Sundance Film Festival '11
- ★ Production Director – Topshop Bicycle Club '10
- ★ Production Team Manager – Dior National Sales Meeting '10
- ★ Production Manager – Oxygen Hair Battle Premiere Party '10
- ★ Stage Manager/Production Team – Dinah Shore Weekend '10
- ★ Asst Production/Tour Manager – Toni Braxton & Usher '10
- ★ Production Associate – Red Bull National Marketing Meeting '10
- ★ Producer – Hublot LA Boutique Opening with Usain Bolt Foundation '10
- ★ Asst Tour Manager – Jay-Z Blueprint 3 Fall Tour '09

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, promoted and executed all cultural weekly, monthly and special events for hotel venues: Amigo Room Bar, King's Highway Restaurant, Pool and Commune
- 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)
- Performed market research and analysis
- Worked with F&B team to compile and present revenue reports on weekly programming and special events.
- Monitored cost effectiveness of e-blast, mailing and social media web effort based upon cost/revenue generated analysis.
- Coordinated and evaluated marketing opportunities with DOSM.

Mother NYC

Freelance Producer - November 2008 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
- ★ Focus Group Moderator – KY Intrigue
- ★ Field Producer – New Balance 365 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*

- Acted as COO, wrote business plan and managed partnership formation, created and implemented operational systems including IT, , researched and procured general liability coverage for the business, filed all necessary permits to operate a business in NY, oversaw all administrative staff and production teams - up to 20 staff/crew members.
- Acted as CFO, managed company operational budget and all client budgets, up to \$2mm/year. Oversaw payroll and wage distribution for independent contractors, processed all A/R & A/P, used Quickbooks for bookkeeping, P&L report and Balance Sheet generation and interfaced with business manager and accountant regularly.
- Performed all HR duties - secured and managed group health and disability insurance for full-time employees, trained and managed new hires.
- Headed up New Business initiatives for the company. Created, maintained and distributed all marketing materials including company website, mailings, email blasts, newsletters, etc.
- **11th Hour Project and/or Production Management Lead on:**
 - ★ VH-1 Dave Matthews & Friends Royal Caribbean Cruise Getaway 2006
 - ★ VH-1 Kenny Chesney & Friends Royal Caribbean Cruise Getaway 2006
 - ★ Marlboro's 50th Birthday Bash Miami with Marc Anthony 2006
 - ★ 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
 - ★ Boost Mobile Summer Festival Sponsorship 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 day-to-day project logistics and operations: staff schedule and payroll, inventory tracking, equipment repair, project supply replenishment, etc.
- Negotiated and managed vendor relationships: designers, printers, fabricators, fulfillment/logistics.
- Created and managed project budgets and timelines.
- Assisted with new business initiatives - ideation and concept development, research and proposal writing
- Assisted with graphic design needs - powerpoint presentations, site diagrams, directional mock-ups for vendors, staff materials.

DVC Worldwide, DVCx & DVCinteractive

Office Manager - March 2002 to March 2003

- Maintained office supplies and equipment.
- Assisted with NY office IT and telephone services
- Managed calendars and travel for multiple executives.
- Managed office maintenance services and staff - custodial services, elevator, waste disposal.
- Handled all shipping and receiving for Experiential and Interactive teams.
- Assisted with expense reports, project work, presentation preparation, research, cold-calls, sample procurement, visual mock-ups, site visits, off-site runs, etc.

EDUCATION

B.A. with Honors in English, Writing Concentration
The New School University: Eugene Lang College

COMPUTER SKILLS

Highly proficient in MS Office Suite - Excel, PPT design, iWork Suite - Keynote, Pages, Numbers, Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Acrobat Pro), SketchUp, Quickbooks, Logic Pro, FileMaker Pro, Google Drive, Dropbox, Wild Apricot, Asana, Base Camp, Constant Contact, Mail Chimp, WordPress. Social Media Savvy.

TECHNICAL SKILLS

Production design, live audio engineering and design, basic lighting programming and design - ambient, show and 'on camera', multi-camera video content capture, projections, live streaming, satellite feed logistics and temporary/remote IT and wireless solutions.