

# LAUREN CHEESEBOROUGH

## EXPERIENCE PRODUCER

### ABOUT ME

Unflappable live and virtual events professional with a drive for bringing to life unforgettable experiences. Background producing fashion, beauty, F&B and outdoor community events, as well as trade shows and virtual experiences. Strong project management + leadership skills, while leading projects from concept to completion. Logistics oriented mind and collaborative spirit, who executes on big-picture ideas while paying close attention to details.

### SKILLS & EXPERTISE

Project management  
Talent and staff coordination  
Budget management  
Vendor and client relations  
Leadership  
Meet deadlines under pressure  
Clear communication  
Team-oriented  
Ability to pivot

### EDUCATION

**Vanderbilt University**  
B.A. Communication Studies +  
Medicine, Health & Society  
Minor: Corporate Strategy  
May 2015

**Wichita State University**  
MBA Candidate  
Sept 2020 - Current

### CONTACT

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### EXPERIENCE

#### BACKSTAGE MANAGER / FREELANCE

*Happily Company / Oct 2020 - present*

- Events include: Sales Enablement Society 2020 Experience, Children's Law Center 30th Gala, DoorDash Good Morning Experience

#### EVENT OPERATIONS MANAGER / CONTRACT

*Alibaba.com / Sept 2020 - present*

- Manage all aspects of virtual event technology + operations for Alibaba.com US online trade shows + misc. other US-based events
- Exhibitor management for between 35 to 80 sellers per online trade show
- Drive asset creation; manage all external marketing emails pre + during events

#### EVENT COORDINATOR / CONTRACT

*Heritage of Pride d/b/a NYC Pride / Mar 2020 - Aug 2020*

- Hired for event coordination + exhibitor management of PrideFest, NYC's largest 1-day street fair; role pivoted due to the COVID-19 pandemic
- Production for live Watch Party segment of NYC Pride 2-hour Broadcast Special
- Project manager of virtual Artist Spotlight program, drove program launch + calendar, talent comms, asset creation + event execution
- Founder of NYC Pride MarketFest, a virtual marketplace supporting 70+ LGBT SMBs; drove program from conceptualization, through development, web design + registration launch

#### PRODUCER, INTERNATIONAL CHEFS CONGRESS / FREELANCE

*StarChefs, Inc. / July 2019 - Mar 2020*

- Producer of three-day culinary symposium, oversight of all production elements inc. budget and vendor management, permitting, production schedule, operations logistics and on-site execution of event
- Managed a team of 30+ responsible for talent logistics, competitions, collateral, registration, event app, exhibitor services, volunteers, kitchen operations + more; HR follow up as needed
- The numbers: 1,800+ attendees, 150+ presenters, 50+ exhibitors + 50+ programs

#### MARKETING EVENTS MANAGER / FREELANCE

*Mented Cosmetics / Aug 2018 - Dec 2019*

- Oversaw all events for brand, spearheading event conceptualization and strategy
- Designed, produced + executed 12+ elevated events annually, such as pop-ups, product launches & festival activations

#### ASSOCIATE PRODUCER, FASHION EVENTS / FULL-TIME

*IMG Worldwide / Jan 2016 - Feb 2019*

- Production of multiple fashion industry live experiences, inc. New York Fashion Week, ind. fashion shows + activations
- End to end producer for 1 of 3 official NYFW venues for 4 seasons; oversaw all production elements and managed team of 40+ on-site, working with video, security, audio, scenic, lighting departments and more
- Full budget responsibility from projection to reconciliation; inc. negotiating quotes + invoice fulfillment