

LAUREN CHEESEBOROUGH

SENIOR EXPERIENTIAL PRODUCER

LAUREN.CHEESEBOROUGH@GMAIL.COM | BROOKLYN, NY | 941-457-2206 | [PORTFOLIO](#) | [LINKEDIN](#)

ABOUT

Seasoned Senior Event Producer + Director with a production background built in fast-paced environments, tight timelines, and creative problem-solving. Experience working across fashion, beauty, lifestyle, F&B, festivals, entertainment events and experiential activations. A skilled team leader + project manager, driven by a passion for creating culture driving experiences. Logistics oriented mind with a collaborative spirit, who faces obstacles with a solutions oriented mentality. Mixed background of full-time, freelance & long-term contract work experience.

SKILLS

Team Leadership & Oversight
Project Management
Budget Development & Mgmt
Vendor Relationships
Clear Communication
Keen Attention to Detail
Ability to Pivot
Calm Under Pressure

CLIENTS

IMG Worldwide
NYC Pride
Meta
CultureCon
YSL Beauty
HBO Max
Spotify
Cetaphil
StarChefs
UnitedMasters
NYC Marathon
LoveShackFancy
Mented Cosmetics
And More...

EDUCATION

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

EXPERIENCE

FREELANCE SENIOR EXPERIENTIAL PRODUCER + PROJECT MANAGER

Self-Employed | Remote

Aug 2018 - Current

- End-to-end project management for a myriad of small, mid-sized & large scale events, including pop up experiential activations, festivals, influencer trips, conferences, concerts and more
- Coordinate pre-pro logistics, manage budgets, vendor relationships & oversee on-site execution
- Oversight of project team, tracking deliverables, preemptively problem solving & identifying efficiencies to streamline workloads
- Collaborate with clients to develop event concepts, create / enforce timelines and deliver high-quality experiences while managing expectations and ensuring client satisfaction

DIRECTOR OF OPERATIONS

FOCUSGRP Productions | New York, NY

Dec 2024 - Current (Contract)

- Engaged to support business & event operations of the newly launched production agency
- Develop & implement multiple Standard Operating Procedures for the agency, for topics incl., but not limited to: invoice payment, expense mgmt, budget reconcile; Built agency's cash flow tracking system
- Manage vendor payment process, purchase card approvals, and agency COIs for individual projects
- Oversee Site Operations team, agency warehousing/storage and inventory
- Responsible for on-site staffing & contracting; maintain the master staffing schedule & database

EVENT DIRECTOR, HONEYLAND FESTIVAL

IMG Worldwide | New York, NY

March 2023 - April 2024 (FT)

- Festival Director for **Honeyland Festival**, a first year Black food, beverage & music festival, which touted 33,000+ attendance and 65+ talent, w/ headliners Miguel & Mary J Blige
- Serve as overall festival project manager, driving the event from concept to execution under a compromised timeline of 8 months
- Led a cross functional team, incl. production, culinary & event operations, talent, marketing, ticketing, sponsorship, legal & finance to ensure event success
- Developed org. structure, project workback schedule + ensured that internal teams & external vendors are tracking against project priorities; Led the optimization of internal project processes.
- Owner of \$10mil event P/L; Support with developing overall strategy for the festival, inclusive of ticket planning, programming format, and additional tentpole events.

EVENT MANAGER

NYC Pride | New York, NY

Mar - Aug 2020 (Contract); Mar - Aug 2021 (Contract); Sept 2021 - Nov 2022 (FT)

- Event lead & production oversight for 2-day music festival for **New York City Pride**
- Successfully led event expansion & relocation to Governors Island in 2022
- Developed & launched brand activation program which sold 10 branded experiences in to festival
- Responsibilities inc. P/L development, production agency, budget, venue & sponsor management, collateral & signage, developing credential system & more
- Previous work as Event Coordinator, PrideFest 2020 + 2021. 1-day street festival consisting of 80+ exhibitors, 12 food vendors, full day talent line-up / stage & 300K+ attendees

EVENT DIRECTOR, INTERNATIONAL CHEFS CONGRESS

StarChefs, Inc. | Brooklyn, NY

July 2019 - Mar 2020 (Contract)

- Producer of 3-day culinary symposium, **International Chefs Congress**, attracting 1,800+ attendees, 150+ presenters, 50+ exhibitors & presenting 50+ programs; Event did not return post-pandemic.
- Oversight of all production elements inc. budget and vendor management, permitting, production schedule, operations, logistics + execution
- Managed a team of 30+ responsible for talent logistics, competitions, collateral, registration, event app, exhibitors, volunteers, kitchen operations + more; HR follow up as needed

ASSOCIATE PRODUCER, FASHION EVENTS

PRODUCTION + OPERATIONS ASSISTANT

IMG Worldwide | New York, NY

Jan 2016 - Oct 2017; Nov 2017 - Feb 2019 (FT)

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ADDITIONAL FREELANCE + CONTRACT EXPERIENCE

APT-122 EXPERIENTIAL AGENCY

PRODUCER / Spotify: Tech Insiders Influencer Kit / Remote / Oct 2024 - May 2025

PRODUCER / Spotify: NYE Jam Media & Influencer Kit / Remote / Nov 2024 - Dec 2024

PRODUCER / UnitedMasters: SelectCon ATL / Atlanta, GA / April 2024 - June 2024

PRODUCER / UnitedMasters: Grammys Concert 2023 / Los Angeles, CA / Dec 2022 - Feb 2023

IMG WORLDWIDE

VENUE MANAGER / NYFW: The Shows Feb 2023 / New York, NY / Jan 2023 - Feb 2023

DESIGNER SHOWROOM MANAGER / NYFW: The Shows Feb 2022 / New York, NY / Jan 2022 - Feb 2022

DESIGNER SHOWROOM MANAGER / NYFW: The Shows Sept 2021 / New York, NY / Jul 2021 - Sept 2021

VENUE ASSISTANT MANAGER / NYFW: The Shows Feb 2020 / New York, NY / Dec 2019 - Feb 2020

INDUSTRIA CREATIVE

EXECUTIVE PRODUCER / HBO Max: Club Constance X Gossip Girl / Brooklyn, NY / Aug 2022 - Dec 2022

ASSOCIATE PRODUCER / The Skincare Lab Presented by L'Oreal / New York, NY / Aug 2022 - Sept 2022

EXECUTIVE PRODUCER / YSL Beauty: The Y Experience / Montauk, NY / Jul 2022 - Aug 2022

VENUE PRODUCER / Gossip Girl Friendsgiving: A Pop-Up / New York, NY / Oct 2021 - Nov 2021

FOH PRODUCER / YSL Beauty: NU Collective Lab Influencer Experience / Palm Springs, CA / Sept 2021 - Oct 2021

NEW YORK ROAD RUNNERS

CATERING LEAD / United Airlines NYC Half Marathon / New York, NY / Jan 2022 - Mar 2022

CATERING LEAD / TCS NYC Marathon / New York, NY / Sept 2021 - Nov 2021

SALLEE PRODUCTIONS

SENIOR PRODUCER / LoveShackFancy: NYFW SS 2026 Show / New York, NY / Aug 2025 - Sept 2025

SENIOR PRODUCER / LoveShackFancy: Secret Crush Pop Up Cafe / New York, NY / Aug 2025 - Sept 2025

TH EXPERIENTIAL

SENIOR PRODUCER / Cetaphil: Skin Labs Influencer Experience / Malibu, CA / Sept 2024 - Oct 2024

SENIOR PRODUCER / Cetaphil: Skin Labs Consumer & Press Event / New York, NY / Aug 2024 - Sept 2024

OTHER

PROJECT MANAGER / CultureCon 2025 / Brooklyn, NY / Dec 2024 - May 2025

SENIOR PRODUCER / Ray-Ban Meta: Hands Free Brooklyn Concert / Brooklyn, NY / May 2024 - July 2024

BACKSTAGE MANAGER (VIRTUAL EVENTS) / Happily Company / Remote / Oct 2020 - Mar 2022

EVENT OPERATIONS MANAGER (VIRTUAL EVENTS) / Alibaba.com / Remote / Sept 2020 - Mar 2021

MARKETING EVENTS MANAGER / Mented Cosmetics / Various / Aug 2018 - Dec 2019