

LAUREN CHEESEBOROUGH

FREELANCE EVENT PRODUCTION

ABOUT ME

Proactive and results-oriented events professional with a background in large scale to mid-sized fashion, beauty, F&B and community event production. End-to-end event professional with a logistics oriented mind, who excels at managing both pre-production details + on-site execution.

EDUCATION

Vanderbilt University, c/o 2015
Bachelor of Arts; Communication Studies +
Medicine, Health & Society
Minor; Corporate Strategy

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EXPERIENCE

JAN 2016 - IMG WORLDWIDE | ENDEAVOR CO.

FEB 2019

Associate Producer, Fashion Events (Nov 2017 - Feb 2019)

Production/Operations, Fashion Events (Jan 2016 - Nov 2017)

- Production and execution of multiple fashion industry live experiences, including New York Fashion Week, individual fashion shows/presentations, press previews + experiential activations
- Served as producer for 1 of the 3 official New York Fashion Week venues for 4 seasons, overseeing all production elements including venue research, RFPs, operations logistics, production schedule + permits
- Full budget responsibility from projection to reconciliation; inc. negotiating quotes + invoice fulfillment
- Developed staffing plans and oversaw an on-site team of 35+ that managed security, scenic, audio, lighting, client relations, warehouse, production offices, PAs, BOH + FOH operations
- Developed + maintained relationships with vendors, including overseeing vendor contracts + COIs
- Oversaw the recruitment, on-boarding, scheduling + on-site management of 120 seasonal PAs

NOV 2014 - FREELANCE EVENT PRODUCTION

PRESENT

Seasonal Event Coordinator, NYC Pride (Mar 2020 - Present)

- In midst of the COVID-19 crisis, manage relationships, registrations, refunds and fund conversions for 75+ exhibitors for the largest (1) day street festival in NYC, spanning 8 blocks with 400,000 annual attendees
- Create initial business plan for a Virtual Marketplace, inc. surveying potential exhibitors, researching case studies, developing budget/pricing structure and marketing plan rollout beg. in July 2020
- Launch brand's Instagram Live Artist Spotlight program, managing programming, artist communications, marketing plans, and overseeing weekly execution
- Plan & execute an in-person Pride watch party, to be filmed live and included during a Broadcast Special
- Own development of a 26 page digital conference booklet

Venue Production Assistant Program Manager, New York Fashion Week (Dec 2019 - Feb 2020)

- Recruit, interview and onboard Venue Assistants, maintaining a strong and knowledgeable roster of 120+ NYFW event staff; develop Venue Assistant Handbook and circulate to all hired staff
- Field staffing requests from Venue Managers to create staffing grid and shift schedules
- Manage all shift scheduling, check-ins/outs for shifts and timesheet submissions
- Train and brief Venue Assistants for required tasks during NYFW, HR follow up as needed

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NOV 2014 - PRESENT - FREELANCE EVENT PRODUCTION CON'T

Producer, International Chefs Congress (Jul 2019 - Present)

- Oversight of all production elements for three day culinary event, inc. managing all vendor relationships, pre-production operations logistics, developing + maintaining event production schedule + filing permits
- Responsible for overall event budget, RFPing + negotiating quotes from vendors, working cross functionally with to ensure all costs are accounted for and stay within budget
- Drive collateral production and dissemination including event save-the-date, invitation + Congress book
- Manage a team of 30+ persons responsible for presenter logistics, competitions, signage + collateral, registration, event app, pop up restaurants, exhibitor services, volunteer recruitment, ancillary events, kitchen operations, overall program production + more; HR follow up as needed
- Oversee venue load in/out, and on site execution for event touting 1,800+ attendees, 150+ presenters, 50+ exhibitors and 50+ programs

Red Carpet Producer, 11th Annual Shorty Awards (May 2019)

- Tracked RSVPs + talent travel arrangements for the ceremony; oversaw red carpet arrivals
- Coordinated with security + PR to ensure all talent make it through the carpet in timely manner

Marketing Events Manager, Mented Cosmetics (Aug 2018 - Dec 2019)

- Managed events platform for start-up brand, spearheading event conceptualization and strategy
- Worked cross functionally to design 12+ elevated events annually, such as pop-ups, biannual product launches & festival activations which align with brand messaging, while tracking ROI to measure success
- Led pre-production + on-site execution for monthly events, inclusive of managing event budgets, liaising with venues + vendors, creating production schedules, as well as overseeing load in, load out + event staff
- Negotiated + managed mutually beneficial partnerships with brands + venues

Festival Production Coordinator, Wichita Festivals (May 2018 - Jun 2018)

Marketing Associate, Wichita Festivals (May 2015 - Jul 2015)

- Supported the execution of Wichita Riverfest, a 9-day community festival serving 400,000+ attendees
- Coordinated set up + check-in for VIP hospitality events; including collaborating with F&B vendors
- Served as a runner for music performances, coordinating talent pick-up + drop offs
- Managed operations of Team Village for annual 10K Race, liaising with clients to fulfill day-of needs
- Drafted scripts for 4 entertainment stages + press releases for distribution prior to and throughout event

Talent Escort, CMA Awards + American Country Countdown Awards (Nov 2014 - Dec 2014)

- Escorted talent while on-site for rehearsals + the live show broadcast
- Coordinated talent's needs + schedules to ensure they were in the right locations at the right time

JULY 2020