

# Bianca Romero

203-984-2990 | [bia.romero16@gmail.com](mailto:bia.romero16@gmail.com)

**Creative producer specialized in helping brands connect with their target market via unique experiential programs.**

## Qualifications/Skills

- **Core strengths:** Creative event production and project management with experiential marketing focus. Event planning and production including managing the process to ensure campaigns stay on-brand and deliverables are completed on time. Creative ideation, Event management and execution.
- **Complementary skills:**
  - Graphic design (working knowledge of Adobe Creative Suite – Photoshop, Illustrator, InDesign) Microsoft Office and PowerPoint.
  - Skilled in social media & guest communications: Facebook, Instagram, Tumblr, SplashThat (RSVP and Guest Management tool), Mailchimp, Twitter
  - Skilled in blog and web management: Word Press and Wix.
  - Media planning (Print/Radio/OOH) experience

## Experience

### **Employee Experience Lead & Curator – Livestream – September 2015 – October 2016**

- Lead in managing company culture and employee experience at Livestream's HQ and venue space in Brooklyn, NY.
- Co-curate and produce quarterly art exhibition and concert to engage local Brooklyn creative community
- Lead in planning & producing company milestone events
- Curate all indoor murals inside the Livestream Headquarters

### **Creative Producer – TCG Collective – November 2014 – September 2015**

**Clients: Courvoisier five city bartender and chef competition program, Don Julio, EFFEN Vodka**

- Conceptualizing and managing experiential marketing programs from ideation phase to completion.
- Project Management of day-to-day campaign tasks, point of contact between clients, partner agencies, event directors, vendors, promoters, venues and internal agency teams (account team, events team, creative team)
- Facilitate project work plans, status reports, project trackers, and timelines to drive deliverables from planning stages to completion.
- Overseeing and work on all logistics including sourcing production and creative vendors, venues, staffing, sourcing talent, design materials and POS Assets, and maintaining vendor relationships for production and creative assets.
- Deliver comprehensive Post Reporting and Key Learnings.
- Assist in creating campaign look and feel to successfully impact target markets and meet brand objectives from a creative standpoint.
- Graphic design support – design and produce assets that align with the creative direction of the program. Digital and print assets include POS, flyers, cards, posters, brochures, menus, invites, social media and web assets.
- Design client-facing program decks including pitch decks, consumer journeys and wrap reports.
- Creative support for video content team – lead in aligning production and creative teams with client brand objectives for videography and photography content deliverables.

## Experience | cont.

**Project Manager & Event Production Manager – GTM Inc. – April 2012 – September 2015**

**Clients: Guinness Live it Up national campaign tour across six major cities, Smirnoff Master of the Mix Seasons 2 and 3**

- Work closely with Creative team to ideate uniquely creative experiential concepts and build out RFPs
- Managing the pre-production and production phases including managing timelines and deliverables with event team and creative team to ensure that creative and event elements align with the brand objectives and that they are completed on time and within budget.
- Develop and design client-facing RFPs, Program decks and reports that outline the objectives and campaign event activations. This includes: production books, consumer journeys, wrap reports.
- Overseeing and work on all logistics including sourcing production and creative vendors, venues, staffing, sourcing talent, design materials and POS Assets, and maintaining vendor relationships for production and creative assets.
- Work with influencers and social media agency in facilitating GTM's INTERACTivist programs including creating social media plans and tracking social media metrics throughout the program execution.

## Education

University of New Hampshire – 2004-2008

BA Communications

Other studies: Psychology and Marketing

## Personal Experience / Additional Skills

**Co-Founder – Skillosofhy Art Exhibition and Showcase – January 2016 – Present**

- Art exhibition curation and production
- Sponsorship and partnership development

**Co-Founder - Defiant Entertainment – January 2012 – Present**

**Support and showcase independent artists in NYC with innovative events, branding and marketing**

- Create strategic marketing plans customized for artists' individual needs including media placements, social media, concept development, branding, event planning and promotion.
- Event types include: album release parties, video release parties, campaign brand launch, parties, fundraisers, charity events, and art exhibits.
- Brand development, design and concept development of promotional materials including step and repeats, digital and print flyers to ensure that a cohesive message is built across all platforms.
- Circulate promotional and client related content using social media tools such as Facebook, Twitter, Instagram, YouTube, SoundCloud, Tumblr, and Blogs.

**Visual Artist – Mixed Media Artist. (Exhibition list and press available upon request.)**

**Graphic Design – Design marketing materials and client-facing decks including RFPs and Program decks (working knowledge of Adobe Creative Suite – Photoshop, Illustrator, InDesign).**

**References Available Upon Request**