

Bianca Romero

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Creative producer specialized in building unique event platforms connecting brands with their target market, with a focus on experiential, creative installations/activations with artistic curation.

Experience

Creative Producer – TCG Collective (Freelance) – Summer 2018

Client: Illinois Lottery

- Creative conceptualization of look and feel of experiential event series
- Oversee and assist creative department on all deliverables, fabrication, production (print, digital, and event installations) including quotes, budgeting, managing workflow of requests and deliverables, working with fabrication teams on build out.
- Assist in on-site production including set up and break down

Creative Producer – TCG Collective (Freelance) – Spring 2018

Client: Kellogg's

- Creative conceptualization of look and feel of event including installations. Oversee fabrication of creative branded elements, and execution for Kellogg's National Cereal Day event and Official Viewing party for Royal Wedding
- Assist in on-site production including set up and break down

Event Producer – BFG (Freelance) – Summer 2017

Client: Campari Portfolio (Campari, Cynar, Wild Turkey, Italian Portfolio, Appleton Rum) New Orleans Tales of the Cocktail activations

- Event Production including creative experiential ideation to bring the Campari brand portfolios to life throughout the week of Tales of the Cocktail
- Creative ideation for look and feel of event. Production logistics and managing execution of events, private dinners, influencer product tastings, etc
- Vendor sourcing and management
- Music programming with local DJs, musicians, etc

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 & concert series to engage local Brooklyn creative community
- Lead in planning & producing company milestone events
- Curate all indoor and outdoor murals at the Livestream Headquarters

Creative Producer – TCG Collective – November 2014 – September 2015

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

- Conceptualizing and managing experiential marketing programs from ideation phase to execution. Assist in creating campaign look and feel to successfully impact target markets and meet brand objectives from a creative standpoint.
- Project Management of day-to-day campaign tasks and overseeing all logistics, point of contact between clients, partner agencies, event directors, art directors, vendors, promoters, venues and internal agency teams (account team, events team, creative team)
- Sourcing production and creative vendors, talent, artists, venues, staffing, design materials and POS Assets, and maintaining vendor relationships for production and creative assets.
- Art Curation – work with art director to curate comprehensive art exhibitions. Source artists and manage art logistics

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

Clients: Guinness Live it Up national art & music tour across six major cities, Smirnoff Master of the Mix Season 2 & 3

- Work closely with Creative team to ideate uniquely creative and culturally relevant experiential concepts and build out proposals

- 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 proposals, program decks and reports that outline the objectives and campaign event activations. This includes: production books, consumer journeys, wrap reports.
- Development and execution of social media campaigns with talent, brand, and influencers
- 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/talent and social media agency in facilitating GTM's INTERACTivist programs including creating social media plans and tracking social media metrics throughout the program execution.
- Art Curation – work with art director to curate comprehensive art exhibitions. Source artists and manage art logistics

Media Buyer – Alloy Media & Marketing – August 2008 – April 2012

Clients: Victorias Secret, Cartier, Comedy Central, Emirates Airlines

- Media planning and buying for digital, print and radio spots.
- Generating POs and invoices
- Working directly with media outlets (digital and print) on ad space negotiations, rates, discounts, and confirming proof of print as well as length of ad runs

Education

University of New Hampshire

2004-2008

BA Communications

Other studies: Psychology and Marketing

Personal Experience / Additional Skills

Complementary skills:

- Creative production, ideation, branding
- Artist with artistic sensibilities and vast network of creative (artists, designers, fabricators, producers, printers, etc)
- Graphic Design - marketing materials and client-facing decks including RFPs and Program decks (working knowledge of Adobe Creative Suite – Photoshop, Illustrator, InDesign).
- Skilled in social media & guest communications and content: Facebook, Instagram, Tumblr, SplashThat (RSVP and Guest Management tool), direct mail (Mailchimp), Twitter
- Media planning (Print/Radio/OOH) experience

Co Founder - Defiant Entertainment

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 (Exhibition list and press available upon request.)

References Available Upon Request