

ERIC VELAZQUEZ

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PROFESSIONAL SUMMARY

A process-oriented Event Producer with 10+ years of event experience managing the complete production cycle in live and virtual events. Experienced managing events from inception to post-production reporting. Seek to use proven skills in budget management and production scheduling to achieve extraordinary results and increase event ROI at The Apex Agency. At Marketing Alliance Consultants, instilled budgeting and reporting processes that resulted in <1% variation in expense reconciliation while achieving 30% margins or better on all projects.

EXPERIENCE

Freelance Experiential Event Consultant

06/2020 - Present

- Directed the transformation of a local warehouse into a turnkey virtual studio aimed at making professional live-streamed services accessible to local bands, companies, and municipalities
- Transitioned an in-person medical conference into a virtual one with the creation of over 100 videos complete with end-cards, upper & lower 3rds graphics, backgrounds, and subtitles in 3 languages

Marketing Alliance Consultants, Paramount, Ca Production Director, Experiential Events

12/2016 – 06/2020

- Facilitated the start-up's rise to become a preferred vendor for Nissan North America and Infiniti USA- producing Trade-Show Booths, Activations, Experiential Marketing events and managing a 60+ vehicle product placement fleet
- Drove growth in Experiential Events in excess of \$2 Million dollars in year one while maintaining 30-40% operating margins
- Produced targeted experiences with KPI's of 70% conversion rate (guest interaction) and 40-55% hand-raiser opt-in rate
- Streamlined the company's bidding process by identifying industry partners who could adhere to project scopes and deadlines which resulted in a 50% reduction in turn-around time to deliver bids/estimates
- Produced Nissan & Star Wars "Master the Drive" a virtual activation with distribution via Twitch and had the largest Twitch activation to date garnering 138,266 total views
- Developed and fabricated experiential displays for Nissan North America aimed at product integrations and brand awareness for: Heisman House; Nissan Stadium; Star Wars The Last Jedi; and Blake Shelton
- Administered project budgets upwards to \$1Million USD while ensuring that recorded expenses and reconciliation were in line with company margins and auditing vendor billings

- Managed consumer activations and private experiences for brands such as Nissan North America, Scion Motors, Harley-Davidson, LIFE AID BevCo, and NBC Sports MotorClub with a yearly average of 60+ events
- Guided all company-wide productions providing input on technical design/requirements, project feasibility, budgeting, logistics, and safety
- Prioritized competing deadlines within projects such as Scion Rockfest, a free single day event with 40 out of town rock bands in 5 different venues with independent programming schedules
- Influenced account and marketing teams in the ideation and project planning of brand experiences via conferences, installations, activations, and other exclusive events
- Pioneered research into emerging event technologies with intent to develop strategic partnerships and expanding the company's capabilities in the areas of NFC technology, projection mapping, and wearables
- Created organized asset audits identifying asset: age, condition, location, and maintenance needs resulting in quicker deployment times, cross department coordination, and a \$50,000 average annual savings across all production departments

EDUCATION

California State University Los Angeles
B.S. Business Administration, Management
Minor: Economics
03/2012

SKILLS

- Budget Management – Tracking and balancing of detailed client budgets to provide profitable results
- Project Management – Experienced motivating teams and managing competing timelines
- Event Management – Design, Event Technology, Attendee Tracking, Venue Negotiation, and Permitting
- Process Oriented – Seek to analyze and diagnose a situation before recommending a solution
- Adobe Creative Suite - Proficient in Illustrator, Photoshop, Premiere Pro, and InDesign
- Microsoft Office – Advanced skills in Excel, Word, and PowerPoint such as macros & database forms
- Deck Building – Use of advanced tool such as Illustrator, Photoshop, and InDesign to create custom decks
- Relationship Management – Experienced communicating and holistically growing relationships