

Jonelle R. Greene

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OBJECTIVE

To secure a position utilizing my event planning, public relations and marketing skills in a professional capacity to contribute to an organization's success.

PROFILE

- Highly professional, creative, and detail-oriented planner and project manager of high-impact, high-profile events, with an expertise in public relations, event planning, graphic design, marketing and artist management.
- Conceptualize, coordinate, execute and manage a wide-variety of events including but not limited to gallery exhibits and promotional events as well as a festival with up to 29,000 attendees and involving over 125 distinct vendors with budgets ranging up to \$1.2 million.
- Budget oversight and cost-effective management. Outstanding strategic, logistical, and contingency planning. Proven ability as a creative problem-solver.
- Exceptional interpersonal skills and relationship building, including extensive contact with media, outside agencies, and vendors.
- Effective supervisor with ability to recruit, train, and motivate event volunteers and personnel.
- Graphic design and copy writing of media materials, marketing collateral, and event correspondence, including invitations.

EXPERIENCE

Evolution Events, Abu Dhabi UAE (January – April 2016)

Art Market, Project Manager- Mother Of The Nation Festival, March 24th- April 2, 2016

www.motn.ae

Provide management and oversight of all aspects of this high-profile art market/event from conceptualization through execution.

- Curate a varied and eclectic selection of both established and up-and-coming local artisans and craftspeople within the UAE.
- Negotiate contracts with artists, venue, vendors, and other entities.
- Schedule and execute all stages of the pop-up artist kiosks.
- Execute the client's vision in keen detail and within a timely manner.
- Organize and facilitate all market logistics and the timeline of events.
- Manage labor and delegate tasks to ensure proper execution and event flow.
- Conceptualize, realize and unify all key design and décor elements to create the desired look and feel of the event.
- Maintain accurate accounting of artists' profits, per diems, fees & expenses.
- On-Site liaison between artist managers, artists, and company.
- Effectively negotiate and collaborate with vendors to ensure a functioning timeline and customer satisfaction.

FREELoad Apparel (2013- present)

Administrator/ Brand Ambassador

etsy.com/shop/FREELoadApparel

FREELoad is a bespoke, up-cycled apparel line with world-wide appeal.

- Create original artwork graphics, embellishment layouts, photo shoots, web ads and campaigns to promote seasonal collections.
- Negotiate with customers and suppliers.
- Manage marketing, finances and other business activities.
- Sew and design garments.
- Manage and sell garments through varied channels including Etsy, Instagram, Twitter, local street fairs, pop-up holiday boutiques and various art markets.

Greenehouse Studios, LLC. Philadelphia and New York, NY (2006- 2011)

Administrator/ Brand Ambassador

GreeneHouse Studios is an event-planning, branding and career development company founded to promote, brand and establish visual artists, and to form a community base for these artists to collaborate on new and innovative community projects and events.

- Venue selection, contract negotiation, budget maintenance, program development, vendor relations, onsite management and security.
- Create and cultivate marketing campaigns and strategic initiatives to establish brand identity.
- Leverage career contacts to link organizations with the arts community.
- Develop and manage public relations plans.
- Build media contacts, pitch concepts, and write press releases.
- Orchestrate all events from the initial concept and planning to securing talent for events with specific themes. Handled all logistics involving invitations, travel arrangements and accommodations, menu planning, signage, entertainment and security.

EDUCATION

B.A. Specialized Technology, Graphic Design. The Art Institute of Pittsburgh • Pittsburgh, PA

TECHNICAL SKILLS

MS Office, Outlook, Filemaker Pro, Adobe Creative Suite QuarkXPress, Microsoft, Silk Screen Printing, Mac & PC literate, Twitter, Twitterfeed, Statcounter, Facebook, Tumblr, Flickr, Behance, Constant Contact, Instagram.

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REFERENCES:

Freelance Employer: Ray Ravelo- 9178339829

Think coffee manager: Jennifer Arlia- 3477509751

MOTN co-worker: Aidan Walsh- 6106539318