

Casie Nguyen

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EXPERIENCE

GOOGLE | *Event Marketing Manager*

FameBit by YouTube (now Youtube BrandConnect) via Synergis Creative
PLAYA VISTA, DECEMBER 2018 - DECEMBER 2019

PROJECTS: 20+ events including activations at Sundance, E3, Vidcon, Cannes Lions and internal integrations

- Executed 20+ events with 400+ brands and 150+ Creators to raise awareness and increase sales by 90 campaigns
- Lead 14 Vidcon touchpoints for 1000+ attendees and managed 44 FameBit team members onsite
- Worked XFN with YouTube Creators, Sales, Marketing and Product to develop impactful programs with proven ROI
- Proposed event proposals and workbacks to outline strategy, timelines, budget and execution to internal stakeholders
- Created event recaps including KPIs & CSAT surveys, account pipeline movement in Salesforce and anecdotes
- Full cycle agency and vendor management from SOW contracting, creative design, production, execution and payments
- Managed a multi-million dollar budget to allocate to priority events and activations throughout the year
- Oversaw strategic audience development, invite creative and invite strategies for upcoming event RSVPs
- Implemented new workflow processes to facilitate legal contracts and payments with vendors and Creators

CONSULTANT | *Event Producer + Event Marketing*

[SIMPLY TROY LIFESTYLE + EVENTS](#) - EVENT LOGISTICS DIRECTOR (2014 - present)

PROJECTS: *Barry's Bootcamp Decades party, Ashley Iaconetti and Jared Haibon wedding, IMDB Comic Con Yacht Party, IMDB Oscar Viewing Party and high-end private parties and weddings*

- Execute event logistics with Celebrity Event Planner Troy Williams for celebrity clients and brands
- Manage run of show, budget, vendor bookings and negotiate contracts for events ranging from \$200k - \$3 million
- Collaborate with photographers, publicity and press to deliver selects (i.e. Bachelor wedding, Comic Con)

[ROAMING HUNGER - RMNG](#) - PRODUCER (2020)

PROJECT: [Pizza to the Polls](#) for the 2020 election

- Produced 31 activations in 4 markets as a part of a 29 city nationwide program with 700k deliveries with 79 food truck partners
- Negotiated a 17% savings with food truck partners and managed event budget
- Implemented a new scalable staff paperwork package process to easily onboard 500 on site staff members for activation
- Trained incoming new Producers with project scope, operations and communications programs i.e. Slack

[AVASANT](#) - DIGITAL EVENTS SPECIALIST (2020)

PROJECTS: *Avasant Digital Forum Series*

- Executed and promoted 7 virtual events for C-Suite clients to inspire thought leadership across Fortune 500 companies
- Promoted virtual events and oversaw creative assets via Hubspot for email marketing and social channels

AEG WORLDWIDE | *Marketing Coordinator*

LOS ANGELES, JANUARY 2017 - DECEMBER 2018

PROJECTS: *Special activations, premieres, screenings and promotions at Regal L.A. LIVE for all theatrical releases in '17-'18 including: Avengers: Infinity Wars, Star Wars: The Last Jedi, Black Panther, Get Out, Sherlock Gnomes*

PARTNERS: *Regal Cinemas, 4DX, RealD, Paramount Pictures, Warner Bros, Fox, Universal, Lionsgate, Disney*

- Increased revenue and sales by executing 60+ new promotions, events and activations at Regal L.A. LIVE
- Assisted in press junkets, screenings and premieres from booking to execution with venues, partners and theatre staff
- Managed marketing budget and allocated spending to meet goals with digital, print and event activations
- Collaborated with partners on onsite and digital sponsorship activations with an average of 3 million impressions

20TH CENTURY FOX | *Marketing Coordinator*

CENTURY CITY, APRIL 2016 - JANUARY 2017

PROJECTS: *Ferdinand, Ice Age Collision Course and various films in upcoming Fox Animation slate*

- Coordinated creative asset requests between Fox marketing departments and Blue Sky Studios
- Routed creative notes from Fox marketing departments to Blue Sky Studios for filmmaker review and alignment

REC ROOM CO/BIG PICTURE ENT | *Coordinator*

CULVER CITY, NOVEMBER 2013 - APRIL 2016

PROJECTS: *Creed - "I Fight For", Paul Blart Mall Cop 2 - "2 Blart 2 Furious", Insidious - "Scare My Granny", Netflix - Global Library Shoot, Terminator Genysis - "Reset the Past", NBC's "Glam Squad", Deliver Us From Evil - "Sarchie*

- Supported 3 co-founders in day-to-day tasks, administrative duties and special projects
- Coordinated talent, crew and PAs with paperwork, releases, schedules and call sheets for shoots

TLDR

Over 7 years of events and marketing experience at leading entertainment and tech companies

Consistent record of event proven ROI i.e. closed deals, creator deals, client satisfaction (92%+ CSAT)

Excellent eye for creative direction and branding with event assets (print, A/V, digital) and promotional materials

Implemented processes to streamline and scale event production

Comfortable in situations where things may be fluid and ever-changing

Lead events as a solo producer or agency management

SKILLS

Event Production

Event Management

Creative Direction

CRM - Hubspot & Salesforce

Vendor & Executive Stakeholder Management

Adobe Photoshop

Timeline Management

Google Suite savvy

EDUCATION

UCLA, 2013

Bachelor of Arts in Communications

Minor in Film & TV