

KAITLYN RAFFERTY

Live Event Professional

(732) 766-9208



krafferty1997@gmail.com



Los Angeles, CA



SUMMARY

A goal-oriented music industry professional with expertise in marketing, staffing (recruitment, onboarding, placement, and management), event activations, and more. Excels in collaborating across departments to ensure a streamlined and organized product from inception to completion. Firm believer in nurturing individuals to unlock their full potential, thereby fostering business growth and expanding opportunities.

EDUCATION

University of the Arts

Bachelor of Science
Music Business, Entrepreneurship and Technology
2015 - 2018

FREELANCE & VOLUNTEER

- Taitiu Event Services
 - Campground Operations Coordinator
- Our People Entertainment
 - Site Coordinator
 - Decor Assistant
- This Could Go Boom! Festival
 - Staffing Consultant
- Entertainment Lockers
 - Production Assistant
- Friends of Firefly (Firefly Music Festival)
 - Brand Ambassador
- Living the Fest Life
 - Writer
- Community Manager for Discord server of over 1,000 members

REFERENCES

- Brad Nagle, **Director of Event Experiences**
bnagle@onlocationexp.com
- Kristin Vinicky, **Senior Director of Staffing Operations**
kvinicky@onlocationexp.com
- Courtney Passikoff, **Venue Marketing Director**
courtneypassikoff@livenation.com

PROFESSIONAL EXPERIENCE

Staffing Partner, Festival Operations

On Location | 2021 - 2024

- Develop staff plans and budgets for large scale events.
- Key player in the strategy and deployment of project programming.
- Recruit, interview and onboard event staff.
- On site management of staff across all departments.
- On site staff training.
- Audit timecards for all staff per event.
- Process expenses for relevant staff per event.
- Report on post event settlement for staff costs.
- Maintain staff database and event archives.
- Events serviced include: Coachella, Stagecoach, Super Bowl, EDC, Wrestlemania and more.

Producer

Thesis | 2020 - 2021

- Develop and launch the User Generated Content division within the digital marketing sector.
- Source and onboard talent specific to project needs.
- Source shoot locations and relevant supplies and decorations for shoots.
- Develop shot lists per brand guidelines for target marketing initiatives.
- Create processes and outlines for future development.

Marketing Coordinator

Live Nation | 2015 - 2020

- Oversee the grass roots Brand Ambassador program for in venue and off site activations throughout the Greater Philadelphia Area.
- Plan, organize, and execute boots on the ground marketing initiatives such as ticket giveaways, pop up box office sales and milestone ticket sale surprises.
- Graphic Design for venue use and social media.
- Market events at third party venues as well as rental events within our venues.
- Design, schedule and submit paid social media campaigns.
- Live event coverage via social media channels.
- Conceptualize and carry out personalized artist gifts for sold out events.