

JESSICA COURTER

GLOBAL EXPERIENTIAL MARKETING
AND LIVE EVENTS

CONTACT

310.871.5374 | Santa Monica, CA | JessicaCourter@me.com |
www.jessicacourter.com

SUMMARY

I have created over 1000 specialized live events, film, and TV productions. Executed large corporate events and campaigns, gaming launches, tech conventions, wine tastings, movie premieres and concerts for high-profile celebrities, athletes, and Fortune 500 companies to ensure an epic guest experience.

PREVIOUS EMPLOYERS:

Paramount + CBSinteractive
Activision Publishing
LA Hangar Studios
Candytopia
ZH Productions
Colin Cowie Lifestyle
International Event Company
AC Events
A2E
Your-Bash!
Chad Hudson Events

EDUCATION AND TRAINING:

BACHELOR OF ARTS
San Diego State University
Currently enrolled in WSET training
Google Workspace

SELECT HIGHLIGHTS:

Paramount+: CBS Interactive Events – 2021 -Los Angeles // 2021

Most recently worked alongside cross functional teams on the 55-year Celebration of Star Trek Day. Collaborated with PR team on season launches and creative ideation to ensure the series touchstones were honored and implemented.

Created kits for private celebrity screenings, press and influencer mailers, adapted to ever-changing Covid protocols for live events, assisted junkets, maintained budgets and overall production with multiple vendors for both livestream and live event production.

Activision Publishing: Internal and external events – Santa Monica // 2018- 2020

While at Activision I produced multiple game launches, press events, high end corporate retreats, I developed creative concepts for trade shows and unique deliverables. I co-developed the "40 Ways of Fun" global campaign where I independently produced 40 days of activities for our HQ to celebrate the 40th Anniversary. I also developed virtual programs for a variety of uses during a transition from live to virtual events.

Netflix 50 Million & 100 Million Subscriber Party - Los Angeles & San Francisco // 2014 & 2017

Executed Netflix Original Series parties, oversaw design and production teams to create unique themes for 2,000 – 4,000 guests, created concepts with 3D Mapping achieving a dynamic digital art, creatively adapting each room to reflect a different Netflix Original TV series

Colin Cowie Lifestyle - Private Weddings, Private Celebrity Events and Hotel Openings // 2010 – 2019

Produced multi-million dollar events, working closely with clients and designers to conceptualize and spearheading event logistics (travel & accommodations), guest services, live entertainment in cities such as St. Barth's, Beverly Hills, Laguna, Las Vegas & Belize

Prince William And Prince Harry Foundation Polo Challenge Fundraiser – Santa Barbara // 2011

Managed website, event logistics, facilitated & enforced UK Government regulations, supervised celebrity & royal guest list for over 1200 donors

OTHER RELATED HIGHLIGHTS:

"Ad Astra" Feature Film (Plan B, Lima Project & New Regency), CES, E3, VidCon, ComicCon, Call of Duty League launch, other new release game launches, Sony: VR experience launch with The Chainsmokers., Comedy Central's Roasts' Afterparty,

KEY CAPABILITIES INCLUDE:

- Experience in multiple types of experiences, events, and productions.
- Strategized event timelines, while able to achieve extremely tight deadlines and short turnarounds. Keen awareness to client needs and able to quickly adapt to special requests
- Excellent communication skills with internal teams, vendors and maintaining key relationships and partnerships
- Developed strategy and implemented new procedures new concepts
- Expertise in product integration & branded content within live events
- Proves to be a excellent team player and creative source between internal departments, cross- functional teams, c-suite, investors and stakeholders
- Thrive to manage multiple projects at one time and a genuine knack for conceiving creative solutions on the fly while applying different perspectives to solve the problem
- Managed a team of 10 full time staff, managing regular check-ins, team building and performance reviews. Additionally managed multiple freelance teams while maintaining encouragement and positivity
- Understanding of corporate protocol and support D&I networks initiatives
- National network system of event production teams and vendors relationships
- Provided exceptional customer service and achieved a high rate of return clients
- Expertise in driving creative process, executing budgets, create schedules & show flows, custom scenic, set design, lighting design, A/V, décor, F&B management, specialty event activations, performance artists, venue selection, guest and fan management, transportation, emergency security plans and event permitting
- Expertise in dealing with LA City, LAPD, Plan Check, LA Fire and Building & safety
- Strong work ethic, tech savvy and love to learn new skills and adapt quickly