

JESSICA COURTER

GLOBAL EXPERIENTIAL MARKETING
AND LIVE EVENTS SENIOR PRODUCER

CONTACT

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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:

Colin Cowie Lifestyle
Paramount + CBS interactive
Geller Events
Activision Publishing
JOWY Productions
JJLA
InAnyEvent
Looking Glass Events
NAZAR Agency
Sterling Social
ZH Productions
International Event Company
Chad Hudson Events

EDUCATION And Training:

BACHELOR OF ARTS
San Diego State University
WSET training

Key capabilities include:

- Heavy background 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 DE&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, seating, 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

Select Current Highlights:

Colin Cowie Lifestyle - Private Weddings, Private Celebrity Events and Hotel Openings // 2010 – 2024

Co-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 Cannes, Ibiza, Barth's, Beverly Hills, Savannah, Laguna, Las Vegas & Belize.

Paramount+: CBS Interactive Events– 2021 - Los Angeles // 2023

Continually work alongside cross functional teams and collaborated with PR team on season launches and creative ideation to ensure the series touchstones were honored and implemented. Created mailer 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. Most recently winning a team 2021 Shorty Impact Award for the 55-year Celebration of Star Trek Day.

Nazar Agency LLC – San Diego // 2022

Louis Vuitton Cruise influencer cocktail party. During pre-production I worked with LV team and collaborators to source French quality materials and textiles for décor, activations & table settings. Worked closely LV Chef Yann and team, along with hotel staff to ensure tasting menu was perfectly executed visually and with exemplary service. This event required a strong attention to detail to maintain the luxury brands integrity and high-end fashion standards.

Activision Publishing: Internal and external events – Santa Monica // 2018- 2023

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.

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, Prince William & Prince Harry Foundation Polo Challenge Fundraiser and other types of royal social engagements.