

Natalie Zisa

Event Producer

Summary

An NYC-based event producer connecting communities and curating culturally relevant brand activations. She's keen on developing partnerships that expand audience engagement, build brand resonance, and create space for impactful conversations.

Experience

Senior Project Coordinator

Aug 2023 to present

Set Creative

- Plan and coordinate logistics for all events, including travel, run of shows, talent, transportation, equipment, and décor
- Conduct project research regarding venues, production items, and action items
- Attend site visits and contribute to pre-event meetings
- Assist in reconciling project budgets
- Exercise in-the-moment decision making and problem solving skills as conflicts arise
- Travel on-site to projects and support in execution

Experiential Lead

Dec 2021 to July 2023

Community Key Leader + Store Business Lead

July 2019 to Feb 2022

Educator

July 2018 to July 2019

lululemon

- Produce events that connect campaigns to overall initiatives, such as panel discussions, private dinners, product launches, client events, and B2C experiences
- Manage on-site preparations, production, and event breakdown
- Serve as on-site point for all events, ensuring smooth event execution
- Ensure consistent, luxury service for all guests
- Build and grow client relationships and partnerships to reach new audiences
- Manage client experience and expectations from conception through post-event
- Manage an annual budget of \$60,000
- Manage and support both external agencies and internal teams
- Develop and manage a network of trusted vendors, such as restaurants, florists, and photographers
- Write contracts, event communications, marketing materials and creative assets
- Oversaw revenue growth by 151% during tenure as experiential lead

Freelance Writer

Whalebone Magazine
Dance Spirit Magazine
Brit + Co.
TheMuse.com
2017 to present

- Leverage audio to create engaging brand copy
- Schedule interviews and source appropriate imagery for editorial work
- Present work to internal teams/clients and action any necessary edits
- Organize workload so that all assignments are delivered on time
- Maintain powerful storytelling throughout various formats and styles

Skills

Event Production, Copywriting, Moderating, Interviewing, Organization, Multi-tasking, Detail-oriented, Cross-functional Collaboration, Maintain Operational Excellence

Education

Fordham University
Aug 2013 to May 2017

Bachelor of Arts in Communication + Media Studies
3.547 GPA

Contact

nrzisa95@gmail.com www.natalie-zisa.com 201-951-3498