


karla haddad

SUMMARY


Highly collaborative marketing strategist and event producer with experience in live entertainment, account management, and consulting. Passionate about providing strategic recommendations through marketing campaigns, events, and brand identity to help clientele expand their audience reach. Additional focus on talent discovery and industry growth in the Middle Eastern and North African (MENA) region.

CONTACT

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EDUCATION

THE OHIO STATE UNIVERSITY

BS Business Administration
Specialization in Marketing
BA Political Science

FEMME IT FORWARD

Next Gem Femme
Inaugural Cohort
AUG 2021 - MAY 2022

SKILLS

- Account Management
- Event Production
- Digital Marketing
- Project Management
- Cross-Functional Collaboration
- Talent Buying / Booking
- Budget Oversight
- Business Development
- Brand Strategy
- Consulting
- CRM

PROFESSIONAL EXPERIENCE

FREELANCE | MAY 2023 - PRESENT

Event Producer and Marketing Strategist

- Collaborate with a variety of venues and co-promoters to curate a diverse range of events across Los Angeles, including artist showcases, flea markets, club nights, and community gatherings
- Oversee the end-to-end execution of each event, including artist discovery, financial projections, talent and venue contracts, production advance, and run-of-show
- Venues: Moroccan Lounge, Catch One, Hotel Café, Pantheon Coffee + more
- Artists: Nadine El Roubi, KINGS, Zach Matari, Malayka, Amira Jazeera + more

SUPER EVIL GENIUS CORP | JUL 2023 - MAR 2024

Account Executive

- Oversaw cross-channel marketing strategy, content creation, and community management for clientele encompassing music and event industries
- Implemented performance tracking systems and conducted regular analytics reviews to measure campaign effectiveness
- Integrated SMS and automation strategies, including Laylo, KOMI, and ManyChat, to streamline customer interactions and enhance lead-generation efforts
- Monitored emerging social platforms and current trends to provide clientele with strategic recommendations for their digital footprint and marketing campaigns
- Clients: Lightning in a Bottle, Groove Cruise, Stern Grove Festival, 3LAU + more

CROWE LLP | JUL 2021 - JUL 2023

Senior Risk Consultant and Project Manager

- Provided risk management, fraud assessments, internal audit, and internal control services to a variety of entertainment and technology clients within the Technology, Media, and Telecommunications (TMT) division
- Assessed clients' business processes to ensure compliance with industry standards and provided remediation plans for process deficiencies
- Managed multiple client engagements, including monitoring project financials, training and oversight of staff, facilitating all communications with clients, and ensuring client deliverables were met on time and within budget
- Clients: Lionsgate, Vivid Seats, Zoom, Astra Space, Princess Cruises + more

OHIO UNION ACTIVITIES BOARD | APR 2019 - MAY 2020

Director of Concerts

- Served on a 12-person executive board overseeing the organizational goals of 130 members and the execution of over 150 events for 60,000+ Ohio State students
- Directed a committee of 17 peers and delegated tasks to brainstorm, plan, and execute a variety of live music events on Ohio State's campus, including the annual Welcome Back and Big Spring concerts
- Managed a budget of \$580,000 allocated towards 11 live music events and effectively monitored all expenses
- Collaborated cross-functionality to ensure end-to-end planning and execution of each event, including talent buying, budget oversight, promotional strategy, production advance, ticketing, hospitality, and run-of-show

COLUMBUS ARENA SPORTS & ENTERTAINMENT | FEB 2018 - MAY 2020

Marketing Assistant

- Promoted live shows at Nationwide Arena, the Schottenstein Center, and Ohio Stadium to target demographics through digital and grassroots marketing campaigns
- Served as on-site event lead by creating engaging social media content for a combined 130,000 followers, monitoring customer satisfaction on social media, and managing 5-10 professional photographers and media personnel