

# KARLA HADDAD

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LOS ANGELES, CA

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## SUMMARY

Highly collaborative marketing strategist and project manager with professional experience in multi-channel marketing, client relations, and event production. Extensive experience in developing project workflows, managing client relationships, and overseeing strategic partnerships to ensure the successful development and execution of multidisciplinary campaigns across digital and experiential. Driven by fostering a collaborative team environment and equipping global artists, brands, and organizations with the tools they need to meaningfully connect with their communities.

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## SKILLS

TECHNICAL SKILLS	Microsoft Office 365   Microsoft Excel   Microsoft PowerPoint   Adobe Creative Cloud   Notion   Asana Google Workspace   Meta Business Suite   Meta Ads Manager   KOMI   ManyChat   Laylo   Iconsquare
PROFESSIONAL SKILLS	Multi-Channel Marketing   Event Production   Project Management   Client Relationship Management Digital Marketing   Artist Discovery   Creative Strategy   Campaign Management   Content Strategy Influencer Marketing   Strategic Partnerships   Media Planning   Quality Assurance   Consumer Behavior Market Research   Budget Management   Proposal Writing   Cross-Functional Collaboration   Training & Development   Organization   Communication

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## PROFESSIONAL EXPERIENCE

### EVENT PRODUCER AND MARKETING STRATEGIST

FREELANCE | JUL 2023 - PRESENT

- Leverage creativity and strategic thinking to design multi-channel marketing campaigns across digital, social, paid media, and experiential that align with clients' brand identities, goals, and target audiences
- Oversee the end-to-end campaign cycle, including strategic collaboration, creative development, and quality assurance, ensuring consistent communication and seamless execution of event activations and digital marketing campaigns
- Effectively manage a client sales pipeline by developing custom proposals and closing opportunities to drive business growth
- Cultivate and maintain a robust freelance network, ensuring continuous business development and strategic partnerships
- Clients: Ya Tab Tab Night, Levantine Music, XP Music Futures, Element Hookah Catering, DJ Nanoos, The Haza Party, MJLS + more

### ACCOUNT EXECUTIVE

SUPER EVIL GENIUS CORP | JUL 2023 - MAR 2024

- Strategized and executed cross-channel marketing strategy, content creation, and community management for clientele encompassing music and event industries, effectively monitoring social platforms and trends to offer strategic recommendations
- Integrated SMS and automation strategies, including Laylo, KOMI, and ManyChat, to streamline customer interactions and enhance DTC communication, resulting in an average 80% CTR on lead generation efforts
- Assisted in the development and implementation of comprehensive media plans, leveraging data analytics and audience insights to optimize ad placements across multiple channels and ensuring maximum reach and engagement within budget constraints
- Clients: Lightning in a Bottle, Groove Cruise, Stern Grove Festival, 3LAU, Splash House + more

### SENIOR RISK CONSULTANT AND PROJECT MANAGER

CROWE LLP | JUL 2021 - JUL 2023

- Consulted clients within the media and technology sector by evaluating their business landscape and internal processes, offering strategic recommendations to minimize risk and enhance operational efficiency
- Oversaw scope, budget, and timeline for projects upward of \$1M, serving as the primary point of contact to establish internal workflows, coordinate interdepartmental client meetings, and ensure timely and budget-conscious execution of client deliverables
- Led a multidisciplinary team of consultants, including staff, senior staff, and managers, to achieve project milestones and fulfillment of deliverables, serving as the liaison between internal and external stakeholders to document feedback and oversee revisions
- Clients: Lionsgate, Vivid Seats, Zoom, Astra Space, Princess Cruises + more

### DIRECTOR OF CONCERTS

OHIO UNION ACTIVITIES BOARD | APR 2019 - MAY 2020

- 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, effectively managing a budget of \$580,000 allocated across a slate of concerts & live music events
- Collaborated cross-functionality to ensure end-to-end planning and execution of each event, including talent buying, contract negotiations, budget management, marketing and promotional strategy, production advance, and day-of-show operations

### MARKETING ASSISTANT

COLUMBUS ARENA SPORTS & ENTERTAINMENT | FEB 2018 - MAY 2020

- Executed multi-channel marketing campaigns to promote 12,000+ capacity live events at Nationwide Arena, the Schottenstein Center, and Ohio Stadium, identifying target audiences, driving ticket sales, and strategizing across digital, print, and social channels

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## EDUCATION

THE OHIO STATE UNIVERSITY

BS Business Administration, Marketing  
BA Political Science

GPA 3.97