

# BRITTANY BENSON

• Production Director •

## ABOUT ME

A detail oriented individual with over a decade of experience producing experiential, digital, PR, and branded content. I lead with a collaborative and proactive approach in order to exceed client expectations. Capabilities include: overall event and digital production, vendor management, sponsorship negotiations, talent hiring, business affairs, scenic build oversight, budget/timeline management, and junior producer supervision.

## CONTACT

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## EDUCATION

Kent State University  
Bachelor of Arts in Marketing

## EXPERIENCE

09.2020 -  
present

### TAXI (a WPP agency)

Senior Producer

- Produce digital video content ranging from live action, to animation and motion graphics, for client's web and social channels, TV & radio commercials, and OOH.
- Produce photo & video shoots with talent and hire and manage all key players, timelines, and budgets from ideation through post-production.
- Cast and hire non-union talent and manage business affairs for the agency.

02.2020 -  
07.2020

### The Wing

Senior Producer

- Produced live digital events to broadcast to The Wing's YouTube; created run-of-show documents, led tech walkthroughs, and communicated with talent and moderators including high-profile celebrities and politicians.
- Partnered with clients and creatives to bring partnerships and activations to life and exceed client expectations.

01.2019 -  
12.2019

### BFG Marketing

Experiential Producer

- Managed a nationwide music festival tour for Espolòn tequila, responsibilities included: sponsorship negotiations, tour routing, asset management, staffing, and metrics reporting.
- Produced various activations for Campari US, including the US headquarters grand opening for Italian diplomats, Tales of The Cocktail, and various food and wine events.
- Lead producer for a three-day luxury pop-up for Penfolds Wine, complete with live performers, an expansive build out, and one-on-one appointments with wine makers.
- Responsible for budgets creation and reconciliation up to \$5MM

06.2018 -  
03.2019

### Refinery29

Freelance Experiential Producer

- Produced 6 "rooms" for 29Rooms plus an augmented reality Instagram experience utilizing first of its kind AI technology
- Managed artists, crews, and scene shops to bring the artist and brand vision to life while adhering to a master production schedule and budget.
- Partnered with creative and strategy to create various partnership experiences to life for Pantene, Reebok, Smirnoff, Hint Water, and more.
- Created VIP movie screening events for Freeform featuring giveaways, trivia, and meet and greet with stars of the show.

## EXPERIENCE CONT'D

### 10.2013 - 06.2018 **Pierce Promotions and Event Management**

#### Senior Production Manager

- Partnered with Hyundai to create a lounge space for Super Bowl 50 and 51 at Draft Town, Super Bowl City, and NLF kickoff village
- Produced two luxury pop-up stores for Cailler, premium Swiss chocolate, featuring an interactive chocolate tasting with a Swiss Chocolatier, a VR station, retail shopping experience, and a custom made holiday cards. The pop-up stores achieved 36% over the sales goal, while media achieved 509% over the impressions goal.
- Created a VIP private launch event for Reebok at the Classic Car Club of Manhattan featuring US Olympic Gold metal gymnasts and UFC fighters.
- Responsible for budget creation, implementation, and reconciliation for budgets up to \$2.4MM.

#### Production Manager

- Managed a nationwide sampling experience for PowerBar and Premier Nutrition attending expos, health conferences, and races.
- Created a nationwide spirit sampling program for Jagermeister, select responsibilities included staffing, inventory and shipping management, and keeping staff up to date on all local legalities with sampling
- Produced activations for various clients at Food & Wine shows, SXSW and other notable events.

#### Assistant Production Manager

- Oversaw 830+ on-premise sampling events for Heineken and Diageo; managed schedules, premiums, and event staff. Resulting in 25% over the sample distribution goal.

#### Production Coordinator

- Facilitated event recaps to assess results and identify areas to improve.
- Drafted run of show and event logistics documents.

### 01.2012 - 08.2012 **Kent State University**

#### Research & Special Events Assistant

- Assisted with planning University events such as networking events and races, .
- Hired appropriate digital partners for university events live stream and capture content.
- Created a system to manage donors and meet goals.

## NOTABLE EVENTS

AfroPunk - 2019

Penfolds Limitless House - 2019

Women in the World Conference - 2019

29Rooms NY & LA - 2018

BlogHer Conference - 2017

Club Coco - 2017

NYCWFF - 2017/2018/2019

Nestle Cailler Pop-Up - 2016

NFL Draft Town - 2016

Superbowl City - 2016

CES - 2015/2016/2017

Life is Good Nor'Beaster Festival - 2014