

ENTERTAINMENT DIRECTOR

EXECUTIVE PROFILE

Multifaceted, seasoned, and astute professional, offering hands-on experience in entertainment involving music production and events management. Armed with diverse knowledge of all music genres as well as production strategies and techniques; including but not limited to room and stage design, sound system development and installation, soundproofing, equipment processing, and music licensing. Effective at working closely with diverse guests, live musicians, DJs, and industry executives to ensure maximum efficiency, reduced costs, and overall client satisfaction.

PROFESSIONAL EXPERIENCE

ABC COMPANY ■ LOS ANGELES, CA

Entertainment Director

2000–2019

Entertainment Management

- Led the Product Visioning Committee in collaboration with the chief executive officer, which involved developing and implementing a big-picture vision of strategic plans to achieve product goals and objectives
- Managed the development of all daily cruise on-board entertainment as well as themed and specialty acts
- Established and maintained positive relationships with visiting celebrities, performers, and athletes along with their production and security teams, including Jennifer Aniston and Oprah Winfrey
- Created and rolled out an annual entertainment guide to be utilized by sales staff in promotion, sales, and individual and group bookings
- Contributed in streamlining the company's overall operations, forecasting, and new product development
- Played an active role in efforts to research new market locations and product promotions for company expansion prior to city openings and product launches

Product and Program Development

- Administered \$250K worth of purchases and installments of audiovisual and sound systems in all ships as well as necessary upgrades, maintenance, and replacements
- Worked closely with the chief financial officer in managing \$1M worth of annual entertainment budget and capital expenditures to ensure that EBITDA was met
- Supported the development and overall execution of the Quality Scoring Program
- Led the boatyard design and specification confirmation of audiovisual, sound, and electronics
- Regularly provided quality product and gained high scores regardless of increasing budget cuts
- Established and directed the Creative Team in exclusive opening numbers and performances for products
- Actively took part in the creation of the 'Mystery Shopper' program for quality assessment
- Partnered with the Marketing Department in ensuring continuity in branding and customer experience

Staff Administration and Leadership

- Hired and led direct reports of entertainment managers for Boston and DC ships
- Handled all facets of employee management, including recruitment, auditioning, hiring, and training of all talent and entertainment staff in Boston, Chicago, and Washington, DC
- Outlined and created staff training manuals and training sessions
- Administered the payroll of more than 120 performers and staff using Quicken and Microsoft Excel
- Guided the entertainment staff in complying with established guidelines of the service program

RESUME4DUMMIES

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Notable Accomplishments

- Served as integral part of the top-tier Management Team that helped position the company as the #1 Dinner Cruise Ship in North America from 2013 to 2016
- Played a pivotal role in integrating operations, staff, and products during the acquisition of competitor
- Earned reputation for securing a track record of 0% rate of mistakes in reporting throughout tenure
- Acted as founding member of the “President’s Cruise School” which aimed to maintain high levels of quality and continuity of service program
- Handled strategic vendor negotiations, which included negotiation of discounted rates for music and performance licensing in three cities
- Helped the department attain overall competitiveness as evidenced by 30% increase in quality score
- Headed the “Millennium Cruise” Project Committee, responsible for raking in the largest grossing one-day receipts in the company history
- Directed several programs throughout tenure, including “Gospel Brunch,” “Cabaret Series,” “Moonlight Jazz Cruises,” and “Sunday Champagne Brunch,” along with “After Dark” DJ parties and other holiday cruises

EDUCATION AND TRAINING

BACHELOR OF SCIENCE IN MUSIC ▪ CALIFORNIA STATE UNIVERSITY–LONG BEACH, Long Beach, CA

Hospitality and Service Systems Training ▪ ABC Company, Los Angeles, CA

‘Wine School’ for Hospitality Staff ▪ ABC Company, Los Angeles, CA

Team-Building Training ▪ ABC Company, Los Angeles, CA

PROFESSIONAL AFFILIATIONS

National Association of Recording Arts and Sciences (NARAS)

The Jazz Education Network (JEN)

Los Angeles Jazz Institute

TECHNICAL SKILLS

Microsoft Office Suite (Word, Excel, and PowerPoint) | Microsoft Access