

Sawnia House

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PROFILE

Event Producer with 15+ years of experience spanning diverse industries, including travel and non-profits. Balances detail-oriented tactics with a deep, holistic knowledge of event production strategy and peerless work ethic to bring to life innovative, entertaining experiences. Applies a creative, proactive leadership style to inspire innovation, unify cross-functional teams, earn customer loyalty, and overcome stringent resource constraints.

KEY SKILLS

Event Production & Event Management	Travel Experience Creation	Client & Vendor Relations
Project Management	Marketing & Communications (Constant Contact)	Social Media Marketing
Fundraising & Community Outreach	Staff & Volunteer Recruitment & Management	Public Space Event Permits
Cross-Departmental Team Leadership	Working with Volunteer Boards & Committees	Sponsor Development
Grand Openings & Consumer Activations	Budget Creation & Tracking	Copywriting & Editing
Meetings & Conferences (live & virtual)	Tradeshows	User Groups & Corporate Events
PM Software (Asana, Jira, Trello)	CRM (DonorDrive, Salesforce, DonorPerfect)	G Suite & MS Office

EXPERIENCE

Various Clients, 02/2016 to Present

Event Producer & Consultant (Freelance) – Directed all aspects of event production—from initial concept to onsite execution—with a focus on serving local and national non-profit organizations and programs. Handled timeline development, venue scouting, travel planning, permitting, sponsorships and signage and supply procurement. Managed events attracting up to 9,000 attendees and raising \$7M in funds to date, with budgets up to \$150K.

- Completely reimaged two annual events – format, creative, focus, sponsorship levels, etc. – for mental health organization boosting social media awareness and global audience; sponsorship revenue increased by 11%
- Reached ~23K consumers by directing a Dr. Scholl’s activation (Born to Move Tour) across 11 cities (2017–2018); focused on sample distribution paired with a social media challenge
- Managed conference planning and marketing for the 2017 Scientist Expo, a multi-day event dedicated to connecting life science researchers from diverse industries and disciplines
- Ensured seamless event execution in collaboration with external orgs (e.g., local jurisdictions, property managers)
- Negotiated competitive pricing and maintained exceptional standards for service delivery by managing vendor relations, bidding, scheduling, and contracts
- Enhanced volunteer recruitment and efficiency of event labor distribution while reducing attrition-related risks and improving day-of coordination

Liv Global, 01/2018 to 12/2019

Global Experience Curator – Delivered one-of-a-kind travel / lifestyle experiences and events for clients around the globe by overseeing all creative and logistic aspects of events. Elevated Liv Global’s brand reputation by serving as a key point-of-contact for promoters. Managed event budgets of up to \$500K. Produced 20+ experiences for up to 600+ attendees and spanning up to 7 days.

- Produced fresh multi-day experiences for customers featuring unique venues and celebrity appearances, including a “Taste of Chicago” cocktail reception on the 55th floor of the Willis Tower, a private party at Wayne Newton’s Las Vegas estate featuring an appearance from Newton, and a tasting dinner at a high-end restaurant with Miss Universe Iceland in Reykjavik
- Increased profitability \$600K (for 2019 vs. 2018) by increasing organically activated events (from 1 to 12) and optimizing event production spending, with a focus on leveraging member feedback to provide a greater range of truly elevated, unique experiences
- Reduced costs by 50%+ in 1 year by creating a comprehensive SOP for experiences, including strategic changes to pricing, payment collection, and cancellation processes
- Established process and guidelines for Ella’s List, a Liv Global charitable initiative serving critically ill children
- Cultivated and grew a network of travel partners across 6 continents, including destination management companies, tour companies, and local vendors

LabRoots, 06/2016 to 07/2017

Director of Production – Webinars, 01/2017 to 07/2017

Senior Production Manager, 06/2016 to 12/2016 – Produced digital events to grow and engage with a userbase of millions for a leading scientific social networking website. Led a department with \$1M+ in annual gross revenue and an annual budget of \$250K. Managed 2 full-time remote staff and hired / co-managed a contract staff of up to 7.

- Produced 200+ webinars and large-scale virtual events per year for up to 3K attendees, including strategic planning, microsite building, and speaker acquisition, management, and training

LabRoots, 06/2016 to 07/2017, Director of Production – Webinars | Senior Production Manager, cont.

- Promoted within six months for demonstrating rapid process mastery, strong independent initiative, exceptional accuracy, and a highly communicative, proactive approach to client service
- Assigned largest and most complex client after retirement of the COO / Head of Production; received high praise from clients and a sales lead for exceptional professionalism and follow-through
- Enhanced efficiency and morale by creating a clear process for fair labor distribution
- Fostered culture of continuous improvement by creating checklists and guidelines for best practices to reduce errors and training time, improve event coverage during staff absences, enhance the consistency of event timeline tracking, and provide central info hubs for event scheduling, client information, and sales enablement data
- Ensured client satisfaction by providing daily support. managing webinar scheduling, registration, and speaker training
- Managed the certification process for continuing education (CME and CE) credits

OP3, 01/2003 to 01/2016

National Production Director, 12/2008 to 01/2016 – Rapidly promoted through the ranks to produce 17 large-scale annual events nationwide for local, national, and global non-profits and fundraising initiatives, including multi-city event series attracting up to 10K participants and a grand opening for a new non-profit facility. Led and developed 4 full-time and 3 part-time remote staff year-round and up to 23 contract staff. Managed budgets totaling \$700K+. Traveled nationwide to direct events onsite as a senior staff member.

- Secured a client that brought in \$1.1M+ in new revenue over 4 years
- Reduced expenses by an annual average of 13% by negotiating lower vendor pricing and adopting new tech and vendors
- Served as primary point-of-contact for clients to ensure memorable, safe, and cost-effective events in the face of stringent resource constraints and last-minute fundraising, staffing, recruitment, and day-of logistics challenges
- Comprehensively managed staffing, scheduling, and travel / lodging logistics for up to 30 staff at a time

Event Production Manager, 10/2006 to 12/2008 – Produced 10 client fundraising events annually from design to execution. Hired, led, and developed a staff of 4 full-time seasonal remote and 20 contract staff. Managed budgets totaling \$400K+.

- Reduced expenses by an annual average of 10%
- Developed a wide range of collateral and event communications independently and in partnership with marketing team; developed a comprehensive signage package (800+ pieces)
- Created strategies to coordinate up to 500 volunteer staff

Logistics Coordinator – Avon Walk for Breast Cancer Los Angeles, 11/2003 to 10/2006 – Fueled \$9.46M in funds raised over 3 years by planning a 2-day 40-mile event for 2K participants. Managed a budget of \$400K+. Traveled to 4–6 events annually nationwide, frequently stepping in to serve as a senior leader and driving continuous process improvement. Mentored and trained new staff.

- Organized 2 event moves to new cities (West LA and Long Beach) by securing new anchor locations and an overnight campsite, negotiating lodging and meeting space contracts, and managing vendors
- Finished 35% under budget in 2004 and 2005 by securing local sponsors and establishing cost controls
- Stepped into the role of the Boston Avon Walk Logistics Coordinator just 6 weeks before the event; provided mentoring and guidance to newly hired LC to ensure her success in the following years

Crew Coordinator – Avon Walk for Breast Cancer Portland, 01/2003 to 07/2003 – Supported fundraising of nearly \$14K by recruiting, training, and leading 200 volunteers; selecting and developing team leads; and scheduling tasks across ~40 teams during a 2-day event. Raised \$1.3M by managing an event in partnership with the Logistics Coordinator.

GE Medical Systems (formerly MedicaLogic / Medscape), 04/2000 to 06/2002

Marketing Communications Coordinator – Developed and perfected digital and print marketing communications for a leading multinational manufacturing company while managing promotional media production and corporate event planning for tradeshows attracting up to 10K attendees and in-house events for up to 200 staff. Liaised with the media and industry thought leaders to identify and target promising PR opportunities.

- Planned an offsite annual user conference for 400+, including customer training sessions, a series of computer lab trainings, and a partner trade fair
- Edited employee and customer newsletters for distribution to an audience of 10K+ and wrote copy for online advertising and customer-facing webpages

EDUCATION

Bachelor of Arts in Journalism & Communication, Minor in Business Administration, University of Oregon