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| **KELLY PANZENBECK** | A close up of a person  Description generated with very high confidence |
| **manager - projects / events / promotions** |
| **516.316.2431 ▪** [**kpanzenbeck11@gmail.com**](mailto:kpanzenbeck11@gmail.com) **▪ www.kellypanzenbeck.com** |  |

**Project & Event Management / Contract Development & Negotiation / Client Relations Data Analytics / Crisis Management / Marketing Communication / Market Research Media Relations / Multi-Media Marketing / Event Booking & Promotion**

Proven ability to transform ideas into successful events and projects. Detail oriented with a well -developed knack for finding and tying up loose ends. Work well with minimum direction. Able to communicate effectively with executives and others. Can contribute by…

* **Managing all aspects of complex projects, programs and operations**
* **Performing definitive market research and identifying untapped opportunities**
* **Planning, organizing and executing important tours and special events**
* **Responding effectively and calmly to crises and unexpected obstacles to success**

Bachelor of Mass Communications, Major: Advertising, Iona College., New Rochelle, NY.

**History and Highlights**

**Event Assistant**

New Music Seminar

10/01/2017 - 02/28/2018

Assisted in putting together events for music-industry-related panels in subjects such as A&R, agencies,management,promotions.Orchestrated the details of a series of NY based events that defined industry direction.

* Sold out all panel event.Chose panelists from the music industry who were respected innovators in their field. Developed questions that were informational and that would lead to more insight into what they did and what they were looking for.

**Agent Assistant**

Universal Attractions Agency

11/01/2016 - 08/01/2017

Served as a liaison between Artist/ Artist Manager, Promoter, and booking agents.

* Maintained routing schedules, researched , Created and compared offers and contracts. Updated agents, venue representative, manager etc. on progress and changes as the tours advanced. Updated, maintained, and tracked ticketing statistics for several tours and reported trends. For both domestic and international shows.
* Worked directly with the CEO on composing marketing/sponsorship plans and materials for tours. Researched and contacted media companies for tour sponsorships and marketing.
* Delivered validated data to drive more informed business decisions and maximized sell outs on the tour.Compared and correlated region vs. fan base cities vs. show cities vs. marketing plans vs ticket sales for a hundred plus city multi artist, national/international tour. Determined where better marketing was needed as well as saturation levels of various markets.
* Created A&R research guidelines that to take advantage of how target market members find new music. Evaluated Spotify, Shazam, Apple Music, Tidal, Soundcloud, websites, artist sites and broadcast. Compiled a list of the best new acts to sign with contact information provided, all of which ended up on 2017s XXL freshman class or signed to labels.
* Laid foundation to acquire sponsors for tour.
* Opened a new market. Sales strategy was based on territory. Discovered an untapped emerging market, South America. Researched promoters and put them in contact with agent.

**Freelance Agent/ Artist Tour Manager**

08/01/2017 - 10/01/2018

Created and compared offers and contracts. Negotiated contracts. Researched promoters and managers. Booked shows, in New York and Los Angeles.Served as interim Tour manager for secondary artist.

* Booked a show in Los Angeles for act that has never played in the area, under time constraint. Put together materials, tour history spreadsheet, marketing email materials etc.
* Resolved a highly sensitive dispute. Tour managed for Sophie B Hawkins.When the artist thought she did not receive the right payment, researched and resolved the issue. Avoided a highly visible conflict that could have led to worse results and affected future relationship of artist, agency and venue.

**Executive Account Project Manager**

Innovative Communication Concepts

04/01/2013 - 11/01/2016

Orchestrated installations. Performed onsite evaluations, defined timeline, worked with vendors and unions to build team and program install plan for this telecom network company.

* Spearheaded and managed long term and short term telecom network installations projects for Fortune 500 companies both nationally and internationally. Served as a liaison between clients and ICC Staff, Built relationships with customers, and handled all client needs efficiently.
* Handled and resolved any issues that occurred. Updated customers with day to day progress or changes as project advanced in order to keep the stream of communication open, establish trust and strengthen the relationship.

**Activities Outside the Workplace**

Charitable: Surfers Healing: Surfers Healing is an organization that sets up events for and raises money for autism. Helped put together and organized the after parties for these events, which included finding venues, silent auctions, merchandise sales and more.

Enjoy writing poetry, songs, and learning guitar.