

KARLA HADDAD

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SUMMARY

Detail-oriented and highly collaborative multi-channel marketer and creative strategist with professional experience in client relations, project management, digital marketing, and event production. Experience in developing project workflows and managing client relationships to ensure the successful development and execution of multidisciplinary campaigns across digital, social, and experiential. Driven by fostering a collaborative team environment and equipping global artists, brands, and organizations with the tools they need to connect with their communities meaningfully.

SKILLS

TECHNICAL SKILLS	Microsoft Office 365 Microsoft Excel Microsoft PowerPoint Adobe Creative Cloud Notion Asana Google Workspace Meta Business Suite
PROFESSIONAL SKILLS	Account Management Project Management Client Relationship Management Digital Marketing Multi-Channel Marketing Event Production Campaign Management Content Creation Content Strategy Influencer Marketing Vendor Management Media Planning Quality Assurance Consumer Behavior Audience Targeting Performance Tracking Client Presentations Cross-Functional Collaboration Training & Development Organization Communication

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: ArtistPro, Levantine Music, The Gen Z Exec, Malayka, 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, BLOND:ISH, 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

EDUCATION

THE OHIO STATE UNIVERSITY

BS Business Administration, Marketing
BA Political Science

GPA 3.97