

KARLA HADDAD

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SUMMARY

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

SKILLS

TECHNICAL SKILLS

Microsoft Office 365 | Microsoft Excel | Microsoft PowerPoint | Adobe Creative Cloud | Notion | Asana
Google Workspace | Meta Business Suite | ManyChat | Laylo | KOMI | Iconsquare

PROFESSIONAL SKILLS

Digital Marketing | Project Management | Client Relations | Event Production | Event Marketing
Campaign Management | Content Strategy | Media Planning | Quality Assurance | Data Analytics
Consumer Behavior | Audience Segmentation | Budget Management | Performance Tracking
Cross-Functional Collaboration | Training & Development | Organization | Communication

PROFESSIONAL EXPERIENCE

EVENT PRODUCER AND MARKETING STRATEGIST

FREELANCE | MAR 2024 - PRESENT

- Partner with a variety of open room venues to produce and execute dynamic live experiences across Los Angeles, including concerts, club nights, and community meet-ups, effectively managing end-to-end event curation, logistics coordination, and on-site operations
- Develop and implement multi-channel marketing campaigns to drive event attendance, leveraging paid social, guerilla marketing, creator partnerships, and strategic content placement to maximize engagement and generate revenue
- Strategize and execute data-driven media plans that engage audiences at each stage of the on-sale process, designing tailored content strategies across organic and paid that align with segmented audiences
- Clients: Ya Tab Tab Night, The Haza Party, Levantine Music, DJ Nanoos, Michael Hakim, MJLS, Element Hookah Catering + more

SHOWCASE CURATOR AND PANEL PARTICIPANT

XP MUSIC FUTURES | JUL 2024 - DEC 2024

- Partnered with XP Music Futures, a 3-day music conference in Riyadh, KSA, to curate a lineup of Hip-Hop artists and DJs from the MENA region as part of their nighttime programming, elevating the visibility of emerging talent on an international stage
- Negotiated contracts and allocated a set budget across artist fees and travel expenses, effectively coordinating all hospitality, financial, and operational logistics to ensure a seamless experience for performers
- Coordinated with production teams to finalize technical requirements and stage logistics, simultaneously developing an event schedule detailing set times, visual and lighting cues, and running order to ensure operational efficiency
- Spoke on two industry panels to share insights on the growing infrastructure in the MENA music scene

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
- Developed and implemented 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, Splash House, Stern Grove Festival, 3LAU, BLOND:ISH + 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

EDUCATION

THE OHIO STATE UNIVERSITY

BS Business Administration, Marketing
BA Political Science

GPA 3.87