

BRITTANY A MILLER

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WORK EXPERIENCE

Magnetic Producer

New York City, NY
January '18 – Present

GRADIENT Experiential, formerly WCMG Account and Production Coordinator

New York City, NY
September '16 – January '18

- Account Management: Ideate and execute experiential program, including daily communications and reporting, creative briefing, creating decks, and digital and production oversight on behalf of the client.
- Strategic Planning: Develop strategies that keeps the brand's DNA while driving the creativity, managing the P&L and the budget (800k+), and understanding local markets
- Project Management: Lead events with efficiency and successful attainment of client goals from creative to production
- Event Production: Manage all aspects to bring an idea to real life; source, book, coordinate and execute from the venue, F&B, AV, staging, vendors, client activation, staging, hospitality, SOW, event flow and ROS.
 - *Beam Suntory Basil Hayden's Campaign 2016: Bourbon Among Friends*
 - *Variety Magazine's Power of Women Luncheon NYC 2017*
 - *Free Arts NYC 18th Annual Auction Sponsored by Marni*
 - *Beam Suntory Basil Hayden's Campaign 2017: Bourbon In Residence*

The Horticultural Society of New York Special Events Manager

New York City, NY
April '15 – August '16

- Developed strategic plan to reach fundraising, membership and development goals, with Executive Directors and Board Chairmen
- Planned and executed annual Spring Gala and Fall Luncheon with 300+ attendees and \$250K+ budgets
- Assisted Membership and Program Associate, to plan and execute membership cultivation events
- Liaised with vendors on event-related matters
- Secured in-kind donations
- Partnered with senior staff, Board Chairs and committees to engage major donors and identify potential Board members
- Managed budgets, prepare check requests and invoices
 - *The Annual Fall Luncheon 2015*
 - *The New York Flower Show Dinner Dance 2016*
 - *Block Party Analog Edition 2016*

Cannonball Productions Events & Marketing Associate Manager

New York City, NY
April '14 – April '15

- Assisted in production of nationwide series of sold-out Bacon and Beer Classics at major league baseball stadiums
- Designed and updating ticketing platforms
- Shaped digital strategy for website development and experience
- Oversaw all aspects of merchandise online and at events
- Solicited strategic partnerships and paid sponsors for all events
- Booked and managing vendors before, during and after events

Dispatch NY Event Coordinator

New York City, NY
June '13 – October '14

- Organized daily food truck lot schedules and manage food truck substitutions
- Created production documents for clients and vendors for each event
- Liaised with venues and event clients
- Managed and developed relationships with vendors and coordinated logistics for their participation in the events

Aigner/Prensky Marketing Group Event Manager & Graphic Designer

Boston, MA
January – May '13

- Managed social media outlets, website, and Eventbrite ticketing pages for Food Truck Festivals of New England, LLC
- Oversaw communication and permitting with all vendors

EDUCATION

Northeastern University - Boston, MA

BFA in Graphic Design // Minor in Business Administration

January '13 Graduate

SOFTWARE KNOWLEDGE

Adobe Creative Suite, Microsoft Office,
G Suite, Wordpress, HTML

INTERESTS

New York Football Giants, Netflix Documentaries,
Green Smoothies, Spotify Playlist Curation, Personal Health & Wellness