



ASHTON WILLIAMS

CREATIVE PRODUCER & PROJECT MANAGER • LOS ANGELES AREA, CALIFORNIA, UNITED STATES • 775-762-8280

◦ DETAILS ◦

Los Angeles Area, California
United States
775-762-8280
ashtoncheyenne@gmail.com

◦ LINKS ◦

[Website/Portfolio](#)

[LinkedIn](#)

◦ SKILLS ◦

Creative Problem Solving
Scheduling & Forecasting
Delegation
Conflict Resolution
Accessible Design
Scope Alignment
Ability to Work Under Pressure
Multi-Million Dollar Budgeting
Brand Management
Leadership & Teamwork
Adaptability
Risk Analysis
Salesforce
Microsoft Office Suite
Microsoft Project
Google Suite
Adobe InDesign
Adobe Photoshop
iWork
Box
Drafting
Sketch
Wrike
Hubspot

PERSON PROFILE

Results-oriented manager with a strong background in all aspects of experiential events. Skilled in directing teams of 80+ personnel for productions budgeted up to \$50 million and attendance exceeding 500,000. Adept at managing schedules, budgets, and nurturing client/vendor relationships. Demonstrated ability to prioritize tasks, meet tight deadlines, and consistently deliver superior work. Thrives in dynamic, high-pressure environments. Committed to resolving issues to enhance accessibility. Possesses a unique combination of artistic thinking and managerial communication skills.

EMPLOYMENT HISTORY

Senior Event Producer at VIVA Creative, Remote

August 2022 — May 2023

- Provided leadership to aspiring managers, while guiding teams of 80+ individuals and overseeing all aspects from proposal to closeout ensuring seamless execution
- Achieved cost savings of an average of 16% through effective contract negotiation and management of purchase orders for equipment and third-party vendors
- Successfully managed multiple concurrent events in diverse global cities, consistently handling budgets up to \$8 million

Senior Interactive Producer at Inhance Digital, West Hollywood

January 2022 — August 2022

- Effectively managed a workload of 5-7 AR/VR/XR based projects, while consistently maintaining a project profitability range of 24-33%
- Cultivated strong business relationships with clients, aligning strategic planning and product development to help them achieve their long-term KPI's
- Collaborated with COO to establish effective project management processes
- Select clients include: CTI Biopharma, ET Global, Raytheon, Booz Allen Hamilton

Senior Producer at Media.Monks, Venice

September 2020 — January 2022

- Led team growth of 350% and a revenue increase of 294% in just 10 months
- Provided support to numerous company and client initiatives by effectively managing concepts and production within challenging timelines
- Developed comprehensive on-boarding materials and conducted training sessions for team members, resulting in successful execution of diverse projects
- Managed complex marketing projects, including out-of-home, print, and digital campaigns, localization across 32 global markets, and delivery of over 7,000 assets

Company Project Manager at Super League Gaming, Santa Monica

August 2019 — August 2020

- Coordinated project deliverables and scope across 8 departments (engineering, video production, design, developers, etc.) for up to 11 concurrent projects
- Implemented a well-defined WBS to enhance efficiency in a startup setting
- Successfully achieved an average budget reduction of 12% per project through meticulous tracking, regular closeouts, and thorough burn reports
- Select clients include: EA Sports, Tencent, Dave & Busters, Riot!, Sprint, Samsung

◦ LANGUAGES ◦

English

American Sign Language

Italian

◦ HOBBIES ◦

Singing

Reading

Attending Theatrical Shows

Football

Baseball

Mentoring

Collecting Oddities

Sewing

Special FX Makeup

Company Executive Producer at Entertainment Design Corporation, Los Angeles

January 2019 — April 2019

- Responsible for the development, review, and management of all scopes, contracts, budget estimates, strategies, construction and operational plans for live events, FECs, museums, zoos, and theme parks
- Worked collaboratively with and provided guidance to multi-disciplinary teams throughout all stages of design and production for 9 projects concurrently
- Select clients include: Great Wolf Lodge, Resorts World Sentosa, Paradise Earth

Assistant Production Manager at Universal Studios Hollywood, Universal City

March 2018 — December 2018

- Oversaw the work of both an artistic and logistical coordinator to ensure comprehensive fulfillment of scenic staging, costumes, makeup, props, and managerial requirements for all Halloween Horror Nights mazes
- Conducted regular on-site inspections to monitor ongoing construction activities and generated detailed site visit reports. Additionally, made necessary revisions to ground plans by redlining as needed
- Select clients include: Netflix's *Stranger Things*, Universal's Classic Monsters

Assistant at BRC Imagination Arts, Burbank

June 2016 — March 2018

- Collaborated with project development to create and deliver client materials, including responses to RFPs, RFIs, PQQs, presentations, and qualifications decks
- Assisted and led projects by enhancing brand visibility, managing concepts, conducting research, taking detailed notes, facilitating charrettes, etc
- Select clients include: Jameson Distillery, Rock & Roll Hall of Fame, The Museum of the Bible, Absolut Vodka, Volkswagen, Madison Square Garden, Radio City Music Hall, Pernod Ricard, Diageo, Barnum Museum, World Expo 2017 & 2020

🎓 EDUCATION

MFA in Creative Management, California Institute of the Arts, Valencia

Degrees in Creative Producing, Production Management, and Stage Management with focuses in theater, events, and themed entertainment

BA in Technical Theatre & Management, California Lutheran University, Thousand Oaks

🏆 AWARDS

Thea Award Recipient at Museum of the Bible

June 2020

Thea Award Recipient at Jameson Distillery Bow St

April 2018

★ CERTIFICATIONS

Event Sponsorship Certificate

December 2018

📣 REFERENCES

Alicia Hungerford from BRC Imagination Arts

ahungerford@brcweb.com

Haden Roye from VIVA Creative

hroye@vivacreative.com