

# RILEY WEST

Senior Creative Producer

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Austin, TX



## EXPERIENCE

### Senior Creative Producer

Twilio

03/2021 - Present Austin, TX

- Manages creative projects from scoping to execution for the Brand Team
- Reviews creative briefs and scope projects, collaborates with designers, develop timelines, facilitates status meetings, and works cross-functionally to build relationships
- Negotiates competing priorities against aggressive timelines cross-departmentally
- Creates, implements, and optimizes workflow processes, documentation, and centralized resources for all creative operations to improve project turnaround times
- Scopes, tracks contracts and budgets, onboards, and manages vendor partners
- Pulls and analyzes metrics to inform decisions and iterate on the creative production process
- Notable Achievement:** Owned and directed both the strategy and rollout for company rebrand across all brand properties, cultivating a strong and recognizable brand for Twilio

### Event Manager

EEG

07/2019 - 01/2021 Austin, TX

- Produced and managed small to large-scale national and international events including user conferences, sales kickoffs, incentive programs, and virtual events
- Oversaw event production, logistics, budget, program timelines, and vendor management for both live and virtual events
- Researched and leveraged current trends and industry shifts to create compelling, engaging events for B2B audiences
- Notable Achievement:** Collaborated with 60+ team to plan and execute an 8-day 6,000+ conference, with a multimillion dollar budget

### Fundraiser Event Producer Manager

Community Powered Workshop

01/2019 - 01/2021 Austin, TX

- Directed organization's annual fundraiser and spearheaded in-kind requests and processes
- Owned and oversaw all event logistics for 2020 virtual fundraiser, including: project management, platform management, sponsor outreach, onsite technical support and troubleshooting, and reporting
- Analyzed and presented post-event reporting to organization's key stakeholders
- Created, tracked, and managed vendor outreach list for in-kind donation requests, resulting in \$500 value of in-kind gifts in 2019
- Notable Achievement:** Planned and executed organization's first virtual fundraiser in 2020. The event received over \$2,500 in donations and over \$24,000 in sponsorship revenue, as well as a 37% increase in both registrants and actual attendees from 2019

## SUMMARY

Creative producer who solves complex problems and produces both creative brand projects and events that strengthen and drive brands forward for multimillion-dollar companies.

## INDUSTRY EXPERTISE

### Creative Production



### Agile Project Management



### Program Management



### Operations & Workflow



### Process Optimization



### Budget Management



### Vendor Sourcing & Management



### Contract Negotiations



### Art Direction



## SKILLS

Airtable Bender Figma Zoom

Dropbox MS Office Suite

Google Drive Slack Asana

Adobe Suite Salesforce Cvent

## EXPERIENCE

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### Event Manager

#### ESO

■ 06/2017 - 01/2019   📍 Austin, Texas

- Produced over 100 end-to-end events annually. Event program management included: an annual user-conference, regional user groups, executive retreats, incentive programs, product launches, and company milestones
- Planned and managed \$1M+ budget annually for both ESO-originated and national trade show events
- Negotiated and managed vendor contracts including catering, hotels, sponsorships at trade shows, AV, shipping, signage and collateral, and promotional items
- Leveraged events with an eye toward lead generation and revenue-driving activities
- **Notable Achievement:** Planned and managed ESO's annual user conference, Wave. In 2019, increased attendance by 60%, doubled sponsorship dollars from \$121K to \$494K. Yielded nearly \$500,000 in revenue and \$2.2M in marketing generated sales opportunities

### Marketing & Recruiting Coordinator

#### Locke Lord

■ 02/2014 - 01/2017   📍 Austin, TX

- Directed development of university-based recruiting programs to capture the right talent, culture fit and key skill sets for Locke Lord law firm office in the Austin markets
- Partnered with universities for sponsorship opportunities - inclusive of events - to drive interest in the firm among high performing law school candidates
- Planned and managed client-facing events to attract new clients to the firm
- Spearheaded marketing campaigns, events and other promotional materials across digital and traditional channels for recruitment for employees and clients
- **Notable Achievement:** Created an event series for university recruiting programs to attract new talent to the Locke Lord firm (ranked 62 nationwide) with the goal of finding candidates for summer internship programs and firm placement. All events hosted had a 90% attendance rate

### Festival Chair

#### Art Alliance Austin

■ 06/2012 - 01/2017   📍 Austin, TX

- Directed Austin's longest-running art festival to create a whimsical, immersive experience for attendees and exhibitors
- Oversaw 50+ committee members and managed 500+ volunteers during the three-day annual event
- Orchestrated onsite logistics, troubleshooting, and committee management
- Partnered with media sponsors and marketing chairs to increase attendance year-over-year culminating in an attendance of 20,000+ in 2017
- **Notable Achievement:** Coordinated sponsorships with HEB, Shiner Beers, Tito's Handmade Vodka and other Texas-based businesses in total the value of the sponsorships was above \$350K

## EDUCATION

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### Master of Arts in Advertising

#### University of Texas at Austin

■ 08/2011 - 05/2013

### Bachelor of Arts in Sociology

#### University of Texas at Austin

■ 08/2006 - 05/2010