

Candace Newman

Live Music Industry Executive / Producer

PROFESSIONAL SUMMARY

Seasoned Live Music Industry Executive with more than 14 years' experience in event management, live event production, concert promotion, touring & booking, experiential marketing & consultancy creating class-leading solutions to engage brands, drive revenue and foster sustainable growth. Relationship builder and leader of cross-functional teams with experience in talent management and mentorship. Strong entrepreneurial spirit with the ability to encourage a culture of value-driven innovation as well as a track record managing key large-scale events and budgets on tight timelines with high levels of ambiguity and expectation. Demonstrated managerial background in leading, hiring and training high-performing teams. Highly organized, with impeccable project management and outstanding communication skills including ability to apply social platforms to live event.

KEY HIGHLIGHTS

- ◆ Trusted leader known and respected for leading successful change in live event production and event management and building credibility with executive teams and staff
- ◆ Multitalented individual and creative problem solver with understanding of production principles pertaining to video/graphic production, lighting, & audio/sound production
- ◆ Knowledge of concert / booking procedures with experience leading all stages of innovative, branded and revenue-generating events exceeding guest expectations
- ◆ Strong work ethics and irreproachable integrity as well as known as a proponent of empowerment and accountability
- ◆ Advance technical proficiency with familiarity with modern systems and applications including Microsoft Office Suites and Adobe Photoshop

EXPERIENCE

Live Out Live

CEO & Founder | *Sep 2019 – Present*

- ◆ Set the stage for diverse young adults and teens to have the resources, skills, and confidence to pursue careers in the touring and booking industry through mentorship, events, and seminars
- ◆ Enable teens and young adults to unlock new found interests and seek careers in booking and touring by introducing them from marginalized communities to the live entertainment industry
- ◆ Help produce fireside chats, panels, experiences and activations that highlight LIVE entertainment careers, tackle industry hurdles and open doors for the next generation

Live Nation Entertainment, Beverly Hills, CA

Director, NA Touring | *Mar 2017 – Jan 2021*

- ◆ Created business plans and used results to build Tour Offer while researching past tour and band history, running artist guarantee reports, final paid, ticket counts
- ◆ Ensured local offers are correctly built per tour parameters within ROME booking system though through review of local offers
- ◆ Gathered information & marketing/ticketing assets for all touring needs while collaborating with local Ticketing, Marketing and Production contacts.
- ◆ Guaranteed accuracy for tours (audits, ticket headers, etc) by working with Director of Ticketing
- ◆ Successfully tracked projected sold tickets & revenue versus actual financials; Artist Tour Contracts, Advance Payment or Deposit, Bonus Payment
- ◆ Maximize integrated efforts and program execution by coordinate with other teams
- ◆ Exceeded expectations by delivering each event at or under budget while meeting deadline

CONTACT

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KEY SKILLS

- ◆ Event Management
- ◆ Live Event Production
- ◆ Brand Development
- ◆ People Management
- ◆ Relationship Building
- ◆ Talent Management
- ◆ Content & Program Creation
- ◆ Production Management
- ◆ Team Building & Leadership
- ◆ Creative Problem Solving
- ◆ Touring / Experiential Marketing
- ◆ Onboarding & Training
- ◆ Guest Service Orientation
- ◆ Operations Management
- ◆ Partnership Development
- ◆ Project Management
- ◆ Strategic Development
- ◆ Excellent Verbal and Written Communication skills

EDUCATION

Bachelor of Arts (B.A.) Arts, Entertainment, and Media Management

California State University-Fullerton

Master of Arts (M.A.), Communications

California State University-Los Angeles

Project Manager, NA Touring | *Oct 2019 – Aug 2020*

- ◆ Achieved exceptional customer experiences while liaising with artist/agents/managers and related industry participants on various North America tours
- ◆ Developed and maintained productive working relationships by managing interactions with other NA Touring departments (i.e. marketing, ticketing and finance)
- ◆ Created, developed and analyzed business plans for tours, including managing deal sheets
- ◆ Guided the team on resource requirements, methodologies, tasks, dependencies, deliverables, risks, and other issues through the life of the project
- ◆ Coordinated with the local Live Nation offices and 3rd party venues while overseeing and managing the day to day execution of tour deals

Executive Assistant, NA Touring | *March 2009 – March 2015*

- ◆ Supported two high-functioning Senior Vice Presidents with arranging travel, budget and process expenses, scheduling meetings, and researching artist and booking opportunities
- ◆ Maintained document filing retention and storage system with the highest regard for confidentiality, organization and timely retrieval of documents
- ◆ Served as touring department Human Resources liaison for all on boarding and exiting NA touring personnel
- ◆ Fostered a sense of teamwork and collaboration by enhancing communication between touring department and executive team

Social Butterfly Entertainment, Greater Los Angeles

Event Producer & Promoter | *2008 – 2010*

- ◆ Introduced new venues and novel social experiences for all while providing clients with trendy social environments
- ◆ Assisted in the planning and execution of events for clients/partners by selecting and inspecting venue, creating event theme and entire program for each event
- ◆ Produced, promoted and executed unique social experiences catered to mature patrons as well as negotiated cost with club and restaurant owners for space and bar minimums
- ◆ Established event format, budget monitoring, progress & event execution by working with team
- ◆ Created marketing materials and executed campaigns to ensure turnout by collaborating with designers

LA Photo Party

Event Manager | *October 2007 – July 2009*

- ◆ Executed interactive photo-service business for social events, private parties and community events including bar mitzvahs, TV show wraps and weddings by developing efficient methods
- ◆ Secured venues for service by delivering presentations to event coordinators & party planners
- ◆ Tailored events according to the personal tastes and budgets of clients, managing and exceeding expectations
- ◆ Developed long-term business plan for each partner with the goal of generating revenue
- ◆ Managed employee scheduling, post party reports, payroll processing and disbursement
- ◆ Led the company to exponential growth from four employees and \$10,000

Universal Music Group

Senior Executive Assistant | *August 2007 – March 2009*

- ◆ Provided administrative support to VP of Consumer Technology division by scheduling calls, coordinating travel and processing expenses.
- ◆ Ensured an efficient transition for new hires by liaising with HR to manage the on-boarding process of new employees including I-9 verification, background check, IT and facilities set up
- ◆ Restructured existing administrative procedures, designed and implemented new policies
- ◆ Trained and onboarded new employees, and conducted orientations for new staff hires
- ◆ Coordinated operational set-up and break down of events while identifying and maximizing methods to spend budgets effectively



SOFTWARE

Microsoft Office Suite (Word, Excel, PowerPoint, and Outlook),
Adobe Photoshop



OTHER EXPERIENCE

Fox Broadcasting Company,

Los Angeles

Fuel TV - Coordinator

Aug 2005 – Aug 2007

PC Public Relations,

Hollywood, CA

Publicity Coordinator

May 2013 – Jun 2015