



Nancy McFarland *Creative Event Producer*

I haven't been everywhere, but it's on my list.

Charted Territory

Award-winning creative event producer with 20+ years of experience guiding expeditions into the design, development, and execution of mid/large scale national and global events for Fortune 500 companies and US associations.

- ⦿ Able to manage the production of sales & incentive meetings, customer conferences, trade shows, product introductions, training/education sessions (live, post-event online), and live entertainment extravaganzas
- ⦿ Proficient in turnkey project management services including proposal writing, creative concept development, establishing/maintaining/reconciling budgets & production schedules, and live event management
- ⦿ Adept at directing the creative content (event theme/messaging, speech support, video, print, digital) design and production process throughout the entire life cycle of a project
- ⦿ Seasoned video producer able to research, conceptualize, write, manage, direct (studio and field production), conduct interviews, oversee video editing, and handle video distribution process
- ⦿ Direct client interface during all phases of a project including the RFP response, production progress, live event (including c-level speech coaching, stage direction, and creative execution), and post-event reconciliation and debriefing
- ⦿ Recognized leader with the ability to successfully sell ideas, manage and inspire team to create innovative project deliverables, drive business goals, and effectively serve customers
- ⦿ Exceptional communication (written & verbal), relationship building, and negotiation skills
- ⦿ Strategic planner and creative story-teller with an understanding of new creative communications techniques, technology, and solutions
- ⦿ Ability to calmly and effectively deliver highest quality products under tight budgets and deadlines
- ⦿ Leadership values include curiosity, integrity, flexibility, trust, sense of humor, and a strong work ethic

My Journey So Far

McFarland Event Design & Production – Winter Park, FL 2016

Owner

Executive producer/producer, video producer, creative content director for US corporate and association meetings and events

Integrated Event Management – Winter Park, FL 2006 - 2016

Executive Producer

Creative executive producer/account rep for US corporate & association meetings managing creative theming, scenic design, content (PPTX presentation, video production, signage, script writing) production, live talent coordination, budgets, production schedules, and on-site content management. Attendance range: 250 to 5,000+ / Budget range: \$75,000 to \$500,000+

Marketing Director

Managed company marketing initiatives including corporate branding, press releases, brochures, proposal writing, digital marketing (web site design, social media campaigns, SEO), and face-to-face capabilities presentations

2924 Lolissa Lane / Winter Park, Florida 32789 / (407) 353-4513

nancy@nmcfarland.com

www.linkedin.com/in/nancyemcfarland





Media Design Group – Winter Park, FL 1996 - 2006
Executive Event Producer / Account Executive

Responsible for creative proposal writing, content creation direction throughout production phase, production schedules, budgets, talent and labor coordination, and on-site event production management and direct client communications for over 100 successful corporate events. Managed budgets ranging from \$25,000 to \$500,000

Multi Image Group – Boca Raton, FL 1990 - 1996
Executive Event Producer / Proposal Writer

Responsible for creative proposal writing, content creation direction throughout production phase, production schedules, budgets, talent coordination, and on-site event production management and direct client communications for Fortune 100 corporate events with budgets ranging from \$150,000 to \$750,000

Times 3 Productions – Houston, TX 1987 - 1990
Founder / Partner / Executive Event Producer

Implemented successful business plan with partners for the launch of an innovative event production start-up company. Designed and executed company's marketing and business communications strategies. Produced Fortune 500 corporate events including global product announcements, sales meetings, end-user conferences, customer events, and trade shows

AVW Audio Visual / Freeman – Houston, TX 1981 - 1987
Graphic Designer / Senior Event Producer

Promoted from entry-level graphic artist to senior-level event producer in less than two years. Responsible for creative content production and on-site event management for Fortune 500 corporate events including global product announcements, an international exposition (Singapore), international sales meetings, and end-user technology symposiums

Base Camp

Florida State University
Bachelor of Arts Degree (Visual Communications)
Minors: English, Art History

Expedition Parties

ExxonMobil / Fidelity Investments / Cigna Corporation / Reebok / IBM / AT&T / Burger King / Shell Oil / Conoco Oil / Nestle / Office Depot / Lever Brothers / Government for the Republic of Singapore / Calvin Klein / Citibank / Smith Barney / Reebok / Nike / PGA of America / Motorola / PepsiCo / Tropicana / MUFG UnionBank / Association for Zoos & Aquariums / Dannon / Procter & Gamble / NCBA

Portfolio available @ www.nmcfarland.com
Recommendations available upon request

