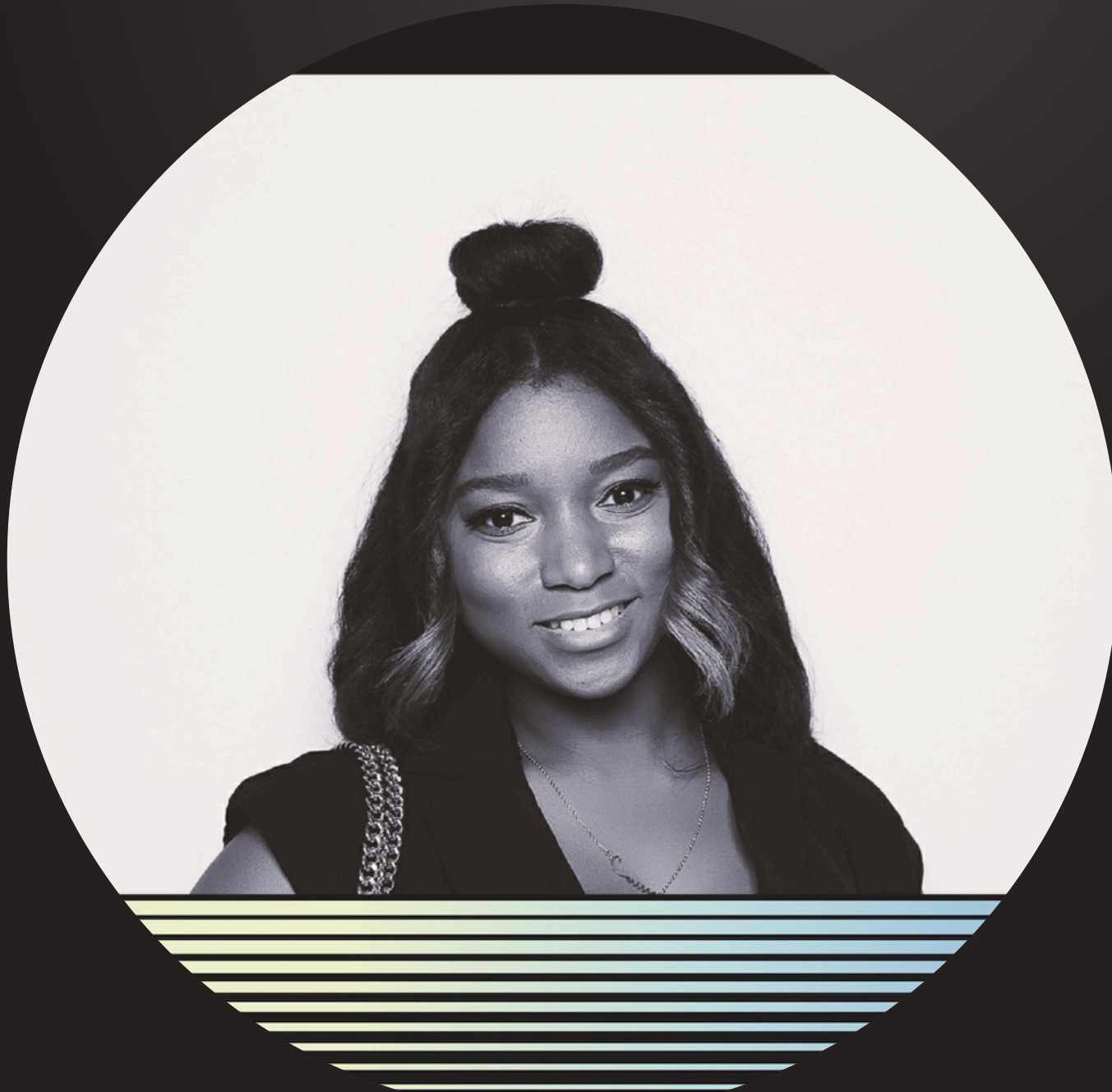


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**CARISSA JACKSON**

EVENT PRODUCER





# ABOUT ME

Hello, my name is Carissa Jackson. I'm an event professional with over 10 years experience in the events industry. Having successfully produced a diverse roster of events, I strive to deliver exceptional results. Whether it be producing large-scale festivals, corporate events, entertainment driven events, or brand activations, I focus on seamless execution and client satisfaction.

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# EDUCATION

## **B. A. Communications**

Arizona State University | 2013

## **Certificate Special Event Management**

Arizona State University | 2013





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# WORK EXPERIENCE

## **Event Producer**

JJLA (2021 - 2024)

## **Shows & Events Administrator**

Coty / Wella Company (2018 - 2021)

## **Event Sales Consultant**

AFR Events (2015 - 2018)

## **Event Coordinator**

Main Event, ACS (2013 - 2015)

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Photography Credit: J. Viscott



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**CAPABILITIES**

**Audience Engagement  
Strategies**

**A/V + Technical  
Management**

**Budget Management**

**Content Production**

**Creative + Design**

**End to End Planning**

**Food + Beverage  
Management**

**Venue Sourcing**

**Vendor + Partnerships  
Management**



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# EVENTS

These are the visual results of my work as I've produced events across a myriad of industries.





# FESTIVALS



## Electric Daisy Carnival

Las Vegas, NV



## WEHO Pride Festival

West Hollywood, CA



## Pacific Bitcoin Festival

Santa Monica, CA

With extensive experience in festival production, I've played key roles in major events such as WeHo Pride, Swan Pacific Bitcoin Festival, and the iconic EDC.





## CORPORATE



### MLB All Star Weekend

Los Angeles, CA



### Private Marketing Offsite

San Diego, CA



### Wella Company

Nationwide

My expertise extends to high-profile corporate events and experiences for MLB All-Star Weekend, a social platform Marketing Offsite events, and internal and external events for Wella Company.





## BRAND ACTIVATIONS



### Red Bull's Dance Your Style Competition

Los Angeles, CA



### OPI

New York, NY



### Bondi Sands

Miami, FL

With a flair for creating memorable brand experiences for customers and fans, I've led activations for global brands.





# MUSIC



**Dua Lipas' 'Houdini'**  
**Release**  
Hollywood, CA



**Andra Days' 'CASSANDRA'**  
**Listening Party**  
Hollywood, CA



**The Abbey Grand**  
**ReOpening**  
West Hollywood, CA

I've orchestrated events for record labels and private events, focusing on music, entertainment, and the guest experience.





## NON-PROFIT



**Liberty Hill Foundation  
Upton Sinclair Awards**  
Los Angeles, CA



**WHCH 35th Anniversary  
Gala**  
West Hollywood, CA



**Outfest Legacy Awards**  
Los Angeles, CA

My work also includes philanthropic celebrations, focused on raising funds in the nonprofit sector.



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# THANK YOU

Carissa Jackson

Event Producer

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