

Danielle Thomas

Summary

An accomplished experiential visionary with an execution mindset. Able to lead a team creatively, logistically, collaboratively and strategically from the earliest stages of brainstorming through wrap up. Recognized for leading businesses into highly lucrative enterprises with international recognition. Excels at setting goals then determining strategies to achieve them. Brings ideas to life with tenacity and is an invaluable, versatile asset for any employer.

Work History

Vice President and Chief Creative Officer, High Beam Events, Austin, TX April - October 2021

- Bobby Berk's "event planner to the stars" for Netflix's *Queer Eye* Season 6
- Launched High Beam's first business-to-consumer event arm with 8 sold out events.
- Expanded the company's singular SXSW focus to year-round production.
- Redefined the approach to new business development and client acquisition.

Director of Events | Alamo Drafthouse Cinemas, Austin, TX 2015 – 2020

- Led large-scale events, client activations, celebrity tours, film premieres and book launches from conception and development to completion.
- Served as the point of contact for clients, sponsors, celebrities, influencers, government officials, non-profit partners, political and community leaders.
- Produced 40 public, private, and corporate events between March - October annually with 30,000+ people in attendance.
- Spearheaded some of Alamo's most famous events such as *JAWS on the Water*, *Alamo Sleepaway Camp*, *Stunt Ranch Cinema* and *Luck Cinema*.
- Brought to life countless projects with an impressive list of prominent partners, authors and artists including Marvel, YouTube, A24, NEON, Netflix, Warner Bros, Universal, Paramount, Alec Baldwin, Anna Kendrick, Neil Patrick Harris, William Shatner, Marky Ramone, Richard Linklater, Bryan Cranston, Val Kilmer (received a special thanks in the documentary, *VAL*), Cameron Crowe and Willie Nelson.
- Grew Alamo's events arm, *Rolling Roadshow*, from a small rental business into an expansive portfolio of events that garnered international attention and became a cornerstone of the brand's identity and marketing.

Founder and Senior Event Director | Big Green House, Austin, TX 2006 – 2019

- Focused on event production, experiential marketing and influencer marketing for over a decade working with agencies and clients like Comedy Central, Dos Equis, TBS, AMC, HomeAway, Eventbrite, X Games, Facebook and Pandora.
- Enabled brands to credibly integrate into events and local communities.
- Director of Entertainment for Red Bull Moon Tower, the brand's largest live music event.
- Created a marketing program for Heineken USA, which was later eponymously named "The Dani Program" by the brand and launched nationally.

Media Relations/Marketing | SXSW, Austin, TX 2004 – 2006

- Managed major publication trades for SXSW Music, Interactive + Film.
- Acted as the point of contact for clients, high profile attendees and exhibitors onsite.

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Education

University of South Alabama – Bachelor of Communications, 2003

Proficiencies

- Forging and managing relationships with clients, stakeholders, brands, media, celebrities, influencers, community and political leaders
- Business Development underpinned by strategic events and partnerships
- Growing and retaining audiences YoY while finding avenues to generate new revenue
- Managing budgets for all projects
- Organizing and maintaining calendars for ticketed, public, corporate and private events
- Track record of running multi-functional projects and initiatives successfully with high ratings from the team members involved
- Working with sponsorship teams to create packages, contributing to the pitch and overseeing successful integration into the events
- Engineering every aspect of the event experience: strategy, concept, creative, entertainment direction and booking, end-to-end production, talent and VIP relations, sponsor activations, brand integration and strategic partnerships.
- Managing all production logistics: site planning, production schedules/ROS, staffing, vendors, AV, permitting, lighting, staging, custom fabrications, restrooms, fencing, waste, parking, traffic, transportation, security, signage, guest lists, credentials, food and beverage, venue scouting and negotiation
- Pitching and booking entertainment and celebrities; managing talent tours
- Hiring and directing photography and videography
- Leading cross-departmental meetings and collaborations
- Defining and implementing best practices
- Collaborating with marketing and design on strategies, assets, deadlines and scheduling for announcements
- Crafting and delivering content for internal and public communication
- Partnering with PR teams to make media appearances and give interviews for print, radio, and television; hosting press and VIP onsite
- Coordinating with legal on contracts and insurance
- Problem solving with clarity and resourcefulness
- Thinking critically and constructively in difficult situations
- Ability to focus on details while keeping the big picture in mind
- Executing with or without an existing playbook
- Giving credit and sharing wins with the team

Community Involvement

- Represented Austin in Canada as a delegate chosen by the Mayor's office.
- Served many non-profits including Austin Film Society, Texas Food and Wine Alliance, Austin Parks Foundation, Texas Film Commission and Austin Music Foundation.
- Spoke at collegiate, entrepreneurial and industry conferences and workshops on event production and client relationship management.