



## PROFILE

Event professional with 15 years of experience in live event production, operations, logistics, and project management. Skilled in managing projects from concept to execution, including development, budget planning, and onsite delivery.

## CAPACITIES

- Senior Event Producer
- VIP Operations
- Activation Manager
- Vendor Coordinator
- Production Manager/Director
- Sponsorship Coordinator
- Project/Event Management

## SKILLS

- Event Production & Logistics
- Project Management
- Budget Planning & Financial Oversight
- Vendor Negotiations & Procurement
- Team Leadership & Cross-Department Collaboration
- Venue Relations & Onsite Operations
- Guest Hospitality & Artist Relations
- Creative Problem-Solving

## CONTACT

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# KRISTYNA NEDELE

PRODUCTION DIRECTOR & PRODUCER  
EXPERIENTIAL, FESTIVALS, CONCERTS, SPONSORSHIP

## WORK EXPERIENCE

**Nightshade Productions** *Freelance Senior Event Producer*  
Current

- Freelance Senior Producer overseeing large-scale event execution across music, experiential, sports, and entertainment.
- Lead all pre-production and on-site operations, including budgeting, fabrication, permitting, staffing, and full end-to-end event management.
- Execute technical production with hands-on expertise in A/V, lighting, staging, and power.
- Manage project budgets and vendor relationships, including forecasting, reconciliation, and bill-backs.
- Build and maintain workback schedules, run-of-show documents, and logistics plans to ensure seamless, on-time delivery.
- Oversee partnership and sponsorship activations, directing experiential builds and collaborating with engineering teams to meet all technical and creative requirements.

**Cogent World** *Director of Production*  
July 2022 – July 2025

- Directly lead planning projects, including production timelines, budgets, and vendor quotes, ensuring efficient and cost-effective execution.
- Manage cross-functional teams in production, venue relations, guest hospitality, procurement, and artist relations through department managers.
- Experience with developing run of show schedules and organizing event logistics.
- Oversee daily tasks and operations for each department, ensuring alignment with project goals and client expectations.
- Collaborate with clients and partners to develop engaging experiential and event strategies tailored to their needs.
- Manage multi line-item event budgets up to \$500k with budget reconciliation post-event.

**Lifestyle Engineered Events** *Director of Awesome & Amazing*  
2017 - 2022

- Manage and execute the entire planning process for up to 15 events per year, including #ivoted Festival 2020, JacksBash2 to 4,000 attendees at the 2018 Super Bowl Tailgate and NomadicLive! In Minneapolis.
- Curated innovative sales decks and proposals to secure new business partners.
- Determined and tracked event budgets up to \$1mil.
- Post Event tracking and ROI.

**Townsquare Media** *Live Events Producer*

2015 – 2017

- Responsible for coordination of vendor agreements and final reconciliation of event expenses for 9 Music Festivals.
- Sponsorship Activation Management & Fulfillment at Music Festivals
- Coordinated new client opportunities through prospect analysis and contact strategies in order to build company portfolios.

**Denver Metro Chamber of Commerce** *Events Specialist*

2013 – 2015

- Planned and coordinated monthly and annual events.
- Assisted in creating marketing, promotions and secured sponsors.
- Independently administered event process for monthly, quarterly, and annual events from concept brainstorm and creation.
- Post-event reconciliations with events ranging from small members-only networking events to the Boots & Business luncheon for the annual National Western Stock Show kickoff with 1k attendees.
- Managed event budgets and attendance goals.
- Researched event trends and produced two new member events with 300+ attendees.

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## EVENT EXPERIENCE

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- Ziploc PR Event
- Capital One Landings Opening at LGA
- SuiFest 2025
- BravoCon2025
- College Football Championship 2024 & 2025
- Rolling Loud Miami 2024 & 2023
- Vegas Kickoff Classic 2024
- American Century Golf Tournament 2023 & 2024
- US Open Golf Tournament 2023, 2024, 2025
- Uniqlo Summer Linen Product Launch 2024
- Philosophy Skin Care Influencer Programs 2024 & 2025
- Winter XGames 2023
- Big Air World Cup 2022
- New York City Wine & Food 2023
- South Beach Wine & Food 2023
- Byron Nelson Golf Tournament 2022
- Memorial Golf Tournament 2022
- Travelers Cup Golf Tournament 2022
- Rocket Mortgage Golf Tournament 2022
- Tour Championship 2022
- Sea Otter Classic 2022
- Jacks Bash 2021
- Bohemian Nights Festival 2017, 2018, 2019, 2020, 2021
- Super Bowl LIV 2020
- #ivoted Music Festival 2020
- Super Bowl LIII 2019
- Super Bowl LII 2018
- Mountain Jam 2016 & 2017
- Taste of Country 2016 & 2017
- NYC Fair 2017
- The Defiant Ones Premier 2017
- Country Jam 2015 & 2016
- Crude Fest 2015 & 2016
- Country on the River 2016
- SXSW 2015
- Loudwire Music Festival 2015
- Boots & Business 2014 & 2015
- Denver Metro Business Awards 2014 & 2015
- Winter Park Jazz Festival 2009, 2010, 2011, 2012
- Snowball Music Festival 2013
- Solshine Music Festival 2011, 2012,
- Winter Park Music Festival 2009, 2010, 2011, 2012
- Run for Independence 2009, 2010, 2011, 2012