

MEGAN JANEL ZIMMER

[Linkedin.com/MeganJanelZimmer](https://www.linkedin.com/MeganJanelZimmer) | 717-645-1739 | megan.janel.zimmer@gmail.com

EDUCATION

New York University, Tisch School of the Arts, BFA Theater Directing & Design, BFA Art History

ONLINE PORTFOLIO

www.meganjanelzimmer.wix.com/portfolio

WRITING SAMPLE

www.meganjanelzimmer.com

Event Producer (Design Without Limits/Self-Employed) New York, NY, 2010 – Present

Theater director and design-trained event producer who believes that no detail is too small to make an impact and no vision is too big to execute.

SUMMARY

LA Makerspace
Robotics and STEM
Education Pavilion

The Future Project
Revolution, Dream
Day, Dream Up

**Sus Design/
CORQUE**
NY Design Week

The Apollo Awards
Production Manager

**Design Without
Limits**
Experience Design
Firm

**Experience
Method**
Creator/Instructor

- Created comprehensive \$75,000 line item budget and spatial draft for **LA Makerspace's** 8,000 square foot Robotics/STEM Education Pavilion at the LA Convention Center during BETx (June 2015).
- Designed show concept (plus staging) and conference run-of-show for **The Future Project's Revolution** events in three cities (NY, NH, DC); additionally booked venues, sourced vendors, managed staff of twenty, created individualized work-flows for day-of load-in/set-up, lead day-of rehearsals, designed lighting/sound and production stage managed the show. (2012 & 2013)
- Produced **Dream Day** concept for The Future Project to turn the act of coaches meeting fellows into a possibility-centric four-part event, including the simultaneous flow of up to 100 people, and the invention of the Inspiration Station. (2012)
- Founded, designed and produced inaugural year of new high school musical awards program (**The Apollo Awards**) in regional 2,000 seat theater: Directed staging of awards show, managed operational flow of 200 high school students for day-of rehearsal and backstage performance, created and managed original production script, complex student scheduling and paper tech. (2009 & 2010)
- Managed creative execution and logistics for Sus Design/CORQUE's premiere at NY Design Week, through design and planning of all related events including: press preview, opening reception, design week opening, "Corque Talks" and Portugal Party (co-hosted by Portuguese Consulate). (2011)
- Consulted for major New York marketing firms (with *Design Without Limits*, an experience design consultancy) on experiential marketing campaigns (Nissan, Buick, Toyota) (2013)
- Creator of *The Experience Method* – a simple, executable process working through the steps of Vision, Frame and Flow, to create highly engaging experiences with elevated impact. (2013)

The Future Project, Chief Experience Architect (Event Manager) - New York, NY, March 2012 – May 2013

**A national
movement to
make America
dream again.**

**Believing that
inspired young
people have the
power to
transform our
nation's future.**

- Booked and negotiated venue space, designed run-of-show (minute-to-minute), sourced vendors
- Spearheaded "Revolution" events in three cities: New York, DC, New Haven - 400 attendees, 5 weeks total to prepare. *Successes:*
 - Instrumental in mayoral declaration of New Haven as "First Future City"
 - Individual one million dollar donation by hedge fund manager, Jim Parsons
 - Widespread recognition from government and national grant making organizations (ex. Arbor Brothers)
- Designed and executed all company experiences including Dream Day, Staff Retreats, Dream Director Hiring, Dream-a-thons, On-Boarding, Dream Up and team events.
- Collaborated on design of innovative school-based products and programs for 2012-13 school year.
- Led organization-wide restructuring and operations design, as Interim COO.
- Introduced new technologies and systems for creation, accountability and processes; created comprehensive budget and reporting procedures.

Theater Connects, Founder and Executive Director - New York, NY, *July 2010 – December 2011*

**Tech start-up
dedicated to
transforming the
theater industry.**

**Disrupting archaic
practices in
production logistics,
operations and
personnel.**

- Conceived and designed disruptive web app concept and company mission.
- Designed and iterated wire frames and collaborated with web programmer to produce MVP
- Pursued investors and supporters within the New York theater and tech scenes, pitched product concept in boardrooms up and down Broadway.
- Produced marketing and networking events in an effort to engage a resistant community and provide live action proof of concept.
- Led business development, product design, strategy, fundraising and market analysis through conception and development.
- Accepted into co-working tech accelerator, Dogpatch Labs, with prominent industry leader support.

MARKETING and CUSTOMER SERVICE

SHEfinds Media, Sales and Marketing Manager, *January 2012 – March 2012*

- Introduced new technologies Managed direct and affiliate marketing programs including digital promotional placements for SHEfinds, MOMfinds and BRIDEfinds platforms (sponsored posts, newsletter placements, banner ads, giveaways), affiliate negotiations and revenue reporting.

Ideeli Inc., Membership Specialist/Concierge, *July 2010 – March 2011*

- Resolve and draft ideeli brand responses to 75-100 incidents per day for Concierge members.
- Identify and manage feedback and response loop across multiple departments.

THEATER PRODUCTION

New York & Regional Theater:

Hedda Gabler, Director (2009)

The King & I, Producer and Associate Director (2009)

SaKaLa, Associate Producer (2008)

The Libation Bearers, Executive Producer (2007)

The Shoemaker's Prodigious Wife, Director (2007)

Guernica, Director (2006)

NY Musical Theater Festival

The Incredibly Deaf Musical

Associate Producer

New York, NY (2010)

SPECIAL SKILLS/ADDITIONAL KNOWLEDGE

Show Production

Experiential Marketing

Creative Coaching

Workshop Design/Facilitation

Production Management

Scheduling / Staffing

Contract Negotiations

Vendor Management

Set Construction

Stage Management

Lighting

A/V

Fundraising

Social Media

Public Speaking

Social Entrepreneurship

Operations Management

Experience Design (U/X)
