

MARIEL BUNNAGE

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CORE COMPETENCIES

- Brand Activation & Experiential Events
- Executive Production & Show Calling
- Budget Development & Cost Management
- Vendor Negotiation & Contract Management
- Cross-functional Team Leadership
- People & Contractor Management (~40 staff)
- AV / Technical Direction
- Program Building & Operational Scaling
- Stakeholder & C-Suite Communication
- Global & Multi-site Event Coordination

PROFILE

Experiential event leader with 15+ years producing large-scale brand activations, cultural spectacles, and thought leadership experiences from concept through close. Known for building event programs from the ground up—developing the systems, vendor relationships, and operational playbooks that make them scalable. Proven track record leading cross-functional teams and managing up to 40 staff across complex, multi-format productions. A lifelong observer of technology’s human cost and promise, drawn to forward thinking creative companies because the question of how we build AI and utilize technology that reflects our best selves, not our inherited blind spots, feels like the most important work of this moment.

SELECT PRODUCTIONS

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| Cultural Olympiad Finale – London, UK – 2012 | Genesis House x Boston Dynamics Winter Lights – New York, NY – 2023 |
| UK City of Culture – Londonderry, UK – 2013 | Lightscape – Brooklyn Botanic Garden – 2023 |
| European City of Culture – Pafos, Cyprus – 2017 | Hero NYC Launch – Rockefeller Center – 2023 |
| Hull Freedom Festival – Hull, UK – 2014 & 2015 | Snap Forward NA & EMEA – Global – 2024 & 2025 |
| Edinburgh Fringe – Pleasance Theatre Trust – Edinburgh, UK – 2017 & 2018 | Snap Inc. NY GEO Program – New York, NY – 2024–Present |

EXPERIENCE

- Technical Event Operations Lead** | *Snap Inc. (via ASG LLC)* | New York, NY | July 2024 – Present
- Built the NY Global Event Operations department from the ground up—a newly created role—establishing workflows, technical standards, vendor relationships, and contractor management processes for all live events at Snap’s New York office.
 - Serve as sole on-site event production lead in NY (team otherwise based in Santa Monica and London), independently managing all aspects of event delivery and fulfilling Executive Producer, Technical Director, and Show Caller roles for internal and external events globally, including C-suite global town halls.
 - Selected to support Snap Forward—Snap’s flagship invite-only client event series for C-level marketing executives—across three editions: NA 2024, NA 2025, and EMEA 2025.
 - Proposed and secured approval for a \$73K equipment investment used across 75 events in 2025, generating \$163K in vendor savings — a 2.2x return within 18 months; cross-utilized the inventory to provide AV enhancements at no cost for low-budget staff and ERG events.
 - Traveled to Snap offices in Chicago, DC, and Toronto to serve as Technical Producer; created detailed Vectorworks CAD drawings of each event space to standardize planning and enable consistent execution for the global team.

- Leads discovery calls, documents technical requirements, and manages vendor relationships from contract through delivery; tracks event metrics and produces detailed post-event reports to build institutional knowledge and scalable playbooks.

Event Operations Manager | *House of Yes* | Brooklyn, NY | August 2021 – August 2023

- Managed nightly operations of a high-profile experiential venue hosting 600–1,200 guests nightly, generating \$300K+ in weekly revenue; trusted to manage \$40K–\$60K in nightly cash reconciliation.
- Led and managed ~40 staff per night across all departments—production, bar, door, security, coat check, and VIP—maintaining a safe, on-brand experience that brought 80% of guests back weekly.
- Creatively directed performers, called show cues, and managed run-of-show for live productions, across 4–10 events per week, including variety shows featuring circus, aerial, burlesque, and sideshow.
- Drove a 12% increase in attendance over 3 months through weekly stakeholder reviews, performance analysis, and implementation of innovative programming.

Special Events Manager | *Portland Rose Festival Foundation* | Portland, OR | July 2019 – October 2020

- Produced the annual fundraising gala—managing budgets up to \$85K, coordinating all logistics, design, seating, and run-of-show—raising \$760K for the foundation.
- Rapidly pivoted flagship programming to virtual formats in response to COVID-19; built a new website, social media presence, and marketing suite for the virtual scholarship program, resulting in a 220% increase in applications year-over-year.
- Developed digital sponsorship packages that expanded sponsor reach through virtual platforms, maintaining revenue continuity through the transition.

Event Production Manager | *Walk the Plank* | Manchester, UK | July 2013 – December 2018

- Led end-to-end production for an internationally recognized outdoor arts organization, managing budgets up to \$120K and delivering 100% of projects under budget across a 5-year tenure.
- Managed cross-functional teams of artists, designers, technicians, and contractors; responsible for hiring, scheduling, and performance across all production departments.
- Negotiated vendor and contractor agreements achieving 15% average cost savings; maintained 100% retention of key long-term stakeholder and government relationships.

EDUCATION

BA (Hons) Technical Theatre – Royal Central School of Speech and Drama, London, UK (2010–2013)

- Student Union Vice President (2012–2013); Student Union International Officer (2010–2012)

Life Coach Certificate – Life Purpose Institute (2020)

TECHNICAL SKILLS

Event & AV Systems: Zoom • Google Meet • StreamShark • vMix • Blackmagic • Crestron • Yamaha • Grand MA • Shure Wireless • Barco • Roland • Vectorworks

Project Management: Jira • Monday.com • Asana • Trello • Slack • Google Suite • Microsoft Office • Lucid

Venue & Guest Management: Sevenrooms • Tripleseat • OpenTable • Square • Toast • Aloha • Paycom

Creative Tools: Canva • Adobe Premiere • Photoshop • Illustrator • Wix