

Mariel Bunnage

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Event Management Professional

Dynamic event wizard with substantial experience producing events across diverse industries; specializing in the integration of artistic creativity and bespoke technology solutions. Proven track record of fostering C-level partnerships, leading cross-functional teams and producing unique creative solutions. Seeking an opportunity to utilize my specialized combination of technical acumen, creative thinking and interpersonal relationship building to optimize event success by transforming creative visions into exceptional experiences of the highest standard.

Areas of Expertise

- ◆ Global & Multi-Site Event Coordination
- ◆ AV / Technical Producing
- ◆ Crisis Management & Creative Problem-Solving
- ◆ Executive Event Production & Show Calling
- ◆ Vendor & Agency Relationships
- ◆ Stakeholder & C-Suite Communication
- ◆ Cross-Functional Team Leadership
- ◆ Budget & Financial Management
- ◆ Risk Assessment & Mitigation

Select Highlights

- ◆ Snap Forward NA & EMEA - Technical Producer - 2024 & 2025 - C-Suite Summit
- ◆ MetTel Innovation Summit - Show Caller - 2023 & 2025 - Client Summit
- ◆ Hero NYC - Production Coordinator - 2023 - Venue Build Out & Launch
- ◆ Brooklyn Botanic Garden - Lead Technician - 2023 - Winter Lights Installation
- ◆ Edinburgh Fringe Festival - Senior Technician - 2017 & 2018 - City-wide Performing Arts Festival
- ◆ Hull Freedom Festival - Head of Artist Liaison - 2014 & 2015 - City-wide Art & Music Festival
- ◆ UK Cultural Olympiad Finale - Technical Stage Manager - 2012 - Touring Show, Parade, and Grand Finale

Professional Experience

Snap Inc. (via ASG LLC), NY, NY

2024 - Current

Global Event Operations Lead, NY

Built the NY Global Event Operations (GEO) team from the ground up in a newly created role, serving as the sole on-site event production lead in NY, building cross-functional relationships, implementing standard operating procedures, and establishing a network of vendor and freelance specialists to increase support in the NY office and the wider East Region. Acting as Technical Producer, Project Manager, Show Caller, or Operator as required to support events.

Key Accomplishments:

- Selected to produce Snap Forward (Snap's flagship invite-only summit for C-suite marketing executives) across three editions (NA 2024, NA 2025, EMEA 2025). EMEA 2025: 130 attendees representing \$96M in YTD revenue across 6 regions, 90% event NPS, 405M estimated social reach. NA 2025: 31 clients converted from 282 target accounts, 100% of survey respondents reporting increased purchase intent.
- Scaled NY events support 4.75x over 2 years, driving a 78% reduction in average cost-per-event through equipment inventory build-out, in-house staffing, and standardized operational processes.
- Expanded GEO's operational footprint beyond NY, independently serving as solo technical producer for 5 of 8 off-site events in 2025 across Chicago, DC, and international locations (England) — extending East Region coverage without additional headcount.

Professional Experience continued

The Stranger, NY, NY

2023 - 2024

Director of Production

Optimized focus and spending throughout technical departments, supervising 8 in-house AV event specialists and all external contractors. Built up venue growth through new client relationships and innovative event strategies.

Key Accomplishments:

- Implemented strategic planning and workplace efficiency procedures, leading to a significant reduction in overall operating budget while maintaining standard of quality.
- Delivered high-end client services that exceed expectations through prompt communication, flexibility and innovation with creative technical solutions.

House of Yes, Brooklyn, NY

2021 – 2023

Operations Floor Manager (2022 – 2023)

Orchestrated daily operations to optimize workflow and streamline task execution. Directed, mentored, and inspired team members to cultivate a collaborative work atmosphere and reinforce unity.

Key Accomplishments:

- Scrutinized sales data and market trends to pinpoint areas for enhancement and devise strategic initiatives.
- Supplied exceptional customer service by promptly and adeptly handling inquiries, grievances, and feedback with a high level of professionalism.
- Managed nightly cash and weekly cash reconciliation and audits over \$70k/night.

Stage Manager (2021 – 2023)

Directed creative and technical decisions for performances to foster seamless inter-departmental communication and ensure timely execution. Implemented innovative problem-solving techniques and dynamic risk management strategies to ensure the safety of performers and guests. Show-called 4-6 events per week.

Key Accomplishments:

- Implemented clear communication channels between front of house and back of house to ensure seamless transitions and minimize disruption to guests between events.
- Revamped show tracking software into a comprehensive, traceable document, resulting in substantial reductions in rehearsal time and overhead costs.
- Trained new staff members in the role and responsibilities of stage management and cross-functional collaboration.

Portland Rose Festival Foundation, Portland, OR

2019 – 2020

Special Events Accounts Manager

Strategized transition of event plans from in-person to virtual formats amidst COVID-19 restrictions for seamless continuation of scheduled activities and revenue streams. Cultivated partnerships with vendors and sponsors and negotiated in-kind contributions, sponsorships, and discounts to optimize event earnings and reduce expenditures.

Key Accomplishments:

- Engineered bespoke sponsorship packages for virtual events using digital marketing avenues and virtual networking platforms to amplify sponsor exposure and interaction.
- Strategically counseled and assisted volunteer committees and event personnel through volunteer enlistment, development, and timetabling to uphold seamless event logistics.
- Produced the annual fundraising gala, raising \$760K for the foundation by managing a team of 4 direct reports, an \$85K budget, coordinating all logistics, design, seating, and run-of-show.

Professional Experience continued

Walk the Plank, Manchester, UK

2013 – 2018

Event Production Manager

Oversaw comprehensive production operations, encompassing project planning, scheduling, and execution. Acquired essential materials, equipment, and resources for production endeavors. Orchestrated contract negotiations and fostered vendor relationships to optimize cost-effectiveness.

Key Accomplishments:

- Formulated meticulous production schedules and timelines, while delineating pivotal milestones and resource allocations to meet project benchmarks and uphold quality benchmarks.
- Collaborated with creative teams, artists, designers, and technicians to transform artistic visions into actionable production strategies aligned with fiscal and logistical parameters.

Education

Bachelor of Arts with honors in [Technical Theatre](#), Royal Central School of Speech and Drama, London, UK

Student Union Vice President, Royal Central School of Speech and Drama, London, UK (2012 – 2013)

Student Union International Officer, Royal Central School of Speech and Drama, London, UK (2010 – 2012)

[Life Coach Certificate](#), Life Purpose Institute (2020)

Technical Proficiencies

[Audio Visual](#): Streamshark | Zoom Events | Google Livestream | GrandMa3 | Astera | QLab | Blackmagic | Creston | Shure | Yamaha | Allen & Heath | Rigging | Fire Safety

[Project Management](#): Monday.com | Slack | Jira | Trello | Asana | Lucid | SurveyMonkey | Google Suite | Microsoft Office

[Guest Management](#): Sevenrooms | Tripleseat | Opentable

[POS](#): Paycom | Square | Aloha | Toast

[Creative Tools](#): Canva | Wix | Adobe Premiere | Photoshop | Illustrator

Languages

English - Native | [Spanish](#) – Fluent | [Turkish](#) – Basic