

DIANE McNAMARA

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PRODUCTION DIRECTOR/B2B COMMERCIAL EVENT PRODUCER/MARKETING AND TALENT EXECUTIVE

KEY COMPETENCIES

- Entertainment and sales professional, project management and operations.
- Extensive experience in Sales, ISP, CRM and Project Management software. (SalesForce, ASANA, Monday, ZOHO etc).
- Knowledgeable in technical production, event management, contract negotiations and artist relations.
- Extensive experience in partnership marketing, budgets, contracts, unions and time and action.
- Strong network of relationships in sales, influencers, fashion, entertainment, sports, politics and culture.

ASTRA LUMINA - Queens Botanical Gardens, NYC, NY - General Manager 2023/24 Present

- Lead and manage all operations of a large-scale, outdoor immersive experience.
- Management of a total staff of 70
- Main liaison for event with the City of NY and NYC Parks and Recreation.

MERRY WONDERER - New York, NY Production Director/Head of Production 2022 - Present

- Hiring and direction of all Freelance staff from event producers to film directors and graphic artists.
- Set up and maintenance of all agency production budgets, master production sheets and production drives.
- Client and internal production meeting management as well as extensive vendor database ownership.
- Complete oversight of the production process and all activities to ensure enough resources on hand.

GIGSTREEM - New York, NY Commercial and Event Team Lead 2018-2022

- ISP and Wifi sales, CRM management and deployment nationally for commercial business services.
- Event ISP/Wifi production for tech pop-ups, NYFW shows and large scale festivals including Electric Daisy Carnival in Orlando FL, New York Times Food Festival in Bryant Park, as well as Rule Breakers Festival in Brooklyn's Prospect Park.

TOURNAMENT OF ROSES/ROSE PARADE - Pasadena, CA Talent Producer 2018- Present

- Celebrity booking and management for the 2019, 2020, 2022 AND 2023 Rose Parade.
- Contractor and producer of all headline performances as well as the Grand Marshall procurement.
- Support for Broadcast live on NBC and ABC nationally on New Year's Day. Management of fifteen staff.

CLAMOR/NBC SPORTS -New York, NY Event Producer 2018

- Production, celebrity booking and management for NBC Sports BEST FEB EVER activation in NYC, Philadelphia, MSP, and Los Angeles in celebration of the Olympics and Superbowl on NBC in February 2018.

MACY'S PARADE & ENTERTAINMENT - New York, NY Event Producer/ Celebrity Talent 2008 - 2017

- All celebrity handling for print, TV and social advertising campaigns for Macy's nationally (800 doors).
- Celebrity casting and management for the Macy's Thanksgiving Day Parade/Fourth of July Fireworks and Macy's Fashion Frontrow.
- Million dollar budget management as well as charity fundraising and partnerships for iconic events. .
- Stage management for all Macy's live events Nationally.
- Supervised staff of up to 35 people for marquee national events, including training, feedback, company policies and meeting deadlines.

ACTOR'S EQUITY ASSOCIATION, New York, NY Production Stage Manager 2001-Present

PLEASE SEE THEATRICAL RESUME LINKED [HERE](#)

- Union Stage Manager on and off Broadway/corporate events.

EDUCATION BFA Technical Theatre, BFA Musical Theatre Performance - Teikyo Westmar International University, LeMars, IA