

# RAYMOND ZILBERBERG

Experiential Marketing | Virtual & Live Events | Hospitality | Creative Production  
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## CHEIL North America/McKinney

### Executive Producer | New York, NY | Nov. 2015 – Present

- Developing architecture & producing custom virtual event solutions for Samsung Corporate Marketing including back end workflow, graphics management, show-running, executive on camera training & tools.
- Strategic & technical development of proprietary virtual event platform solutions focused on performance marketing optimization, including researching market trends, best practices, consumer & exhibitor insight.
- Producing video & photo content shoots for Samsung lines of business for virtual tradeshow, B2B meetings, including managing crew, talent, timelines, Run of Show and media management.
- Producing large scale live events for 2000+ attendees & broadcast worldwide across multiple platforms including production, fabrication, operations and content management with over 100 staff & crew.
- Conceiving, planning & executing hospitality programs for international Influencer events.
- Sourcing venues & negotiating contracts for events across markets in the United States.
- Procuring & managing multiple vendor relationships with creatives, designers, fabricators, A/V, staffing, F&B, etc, including bidding and selection process.
- Developing strategy, creative and activation plans for RFPs & presenting client pitches.
- Managing accounts & maintain trusting & transparent client relationships.
- Managing budgets ranging from \$100K - \$5M.
- Leading & mentoring teams on multiple simultaneous experiential marketing projects.
- *Clients: Samsung, Sunoco, Corian*

## CREATIVE RIFF

### Freelance Producer | New York, NY | May. 2017 – July. 2017

- Managed operations & produced collateral for three simultaneous activations at Comic Con in San Diego.
- Developed & facilitated Brand Ambassador training guide & managed staff on-site.
- *Client: 20<sup>th</sup> Century Fox*

## PRESIDENTIAL HOLIDAYS

### Creative Producer | New York, NY | Sept. 2006 – May. 2017

- Conceived & executed 10-day white glove social & programming events for 1800 participants across three simultaneous 5 Diamond Resort hospitality programs in Mexico, Arizona & Florida.
- Procured talent, managed contracts, logistics, & performance needs for entertainers ranging from musicians, DJ's to comedians, including on-site technical and talent support etc,.
- Developed creative & coordinated all asset & collateral production and distribution.
- Managed production & customer day by day schedules & assisted in implementing on-site operations.

## EDUCATION

Columbia University, MFA – Stage Directing

McGill University, BA – Political Science & Russian Studies.

## SKILLS

Creative Story Telling, Budgeting, Logistics, Venue Sourcing, Client Management, Hospitality, Live Events, Directing for Stage, Stage Management, Windows/MAC, Conference platforms, Monday.com, Smartsheet, Social media, Listening before speaking.