Kate Guarrieri
215-776-7235 * kguarrieri@gmail.com
Venice, CA

PROFESSIONAL SUMMARY:

Experienced Concert Promoter who has effectively produced high-profile live events ranging from 2,000 capacity theatres to 40,000 capacity stadiums; specializing in talent buying, project management, ticketing, marketing, and promotions focusing on maximizing revenues across venues and tours.

SKILLS AND ABILITIES:

Talent Buying/Project Management

- Produce, develop and analyze business plans for national tours
- Route national tours and maintain local venue calendars
- Oversee day-to-day execution of tour deals and coordination with local promoters and third-party venues
- Key liaison for artists, agents, managers and related industry participants on a touring level for 10+ tours a year
- Music enthusiast who keeps up to date on rising bands and prepares recommendations on support acts and packages to management and agents
- Streamline every aspect of the tour launch process including marketing, ticketing, production, scaling, and deal points with local promoters and agencies, thereby improving organization and communication
- Build and submit 200+ offers a year for artists to play venues in Michigan and Indiana
- Process artist contracts and review and approve artist deposits and weekly payments
- Responsible for settling final show/tour revenue with artists
- Organize and distribute information for on-site tour sponsorship activations
- Live Nation road representative for national tours including: Fall Out Boy/Paramore, Oddball Comedy Tour, Weezer/P!ATD, Muse

Ticketing

- Responsible for scaling venues to meet and accommodate deals made with artists
- Collect and distribute production information for CAD configurations
- Coordinate and submit final scaling and holds for show builds
- Track and report daily show counts and gross revenue
- Manage ticket inventory including releases, buys, comp requests, VIP and platinum
- Maximize artist revenues by utilizing all appropriate strategies such as dynamic pricing, platinum and premium ticketing
- File final show data for future scaling and analysis

Marketing and Promotions

- Approve marketing materials including radio and TV spots, digital assets and press releases
- Gather and distribute marketing materials to local promoters
- Review, revise and approve marketing plans to best utilize budgets and reach target demographics
- Devise and create promotions to increase sales including but not limited to, “Beat the Bots” tour launch and “Get Some Ass on the Grass” promotion for Foo Fighters, “666” promotion for Slipknot, “Ticket to Rock” annual program, and “Friday the 13th” promotion
- Create and submit marketing plans as a local marketer to agency/management
- Prepare final ad packs to include invoices, promotional ticket grids and cover sheet

Kathryn M. Guarrieri
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EXPERIENCE:

Live Nation
Talent Buyer, Novi, MI — September 2017 – November 2020
Road Representative — June 2014-September 2017
Tour Director, Beverly Hills, CA — April 2013 – January 2019

Stiletto Entertainment, Los Angeles, CA
Marketing & Ticketing Director — January 2012 – March 2013

B.R.E. Presents, Haddonfield, NJ
Concert Promoter — January 2009 – December 2011

EDUCATION:

Drexel University, Philadelphia, PA
Bachelor of Science in Music Industry, Business Concentration — *June 2008*