Cherish Anderson

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Professional Experience

• **Tour Manager**: Advance with Lead PM; Direct communications DOS in person with Tour Package Manager, Stage Manager, Merch Manager, FOH & Monitor; Venue GM, FOH, Parking; Band & Crew MasterTour; Management GoogleDocs financials; Lodging & Parking advancing; Band Driver navigation. Assisted other support bands as needed.

- April - May 2022: Plush (2nd Support on four band tour package, Sevendust, All Good Things & Deepfall), 26' RV & 6'x12' trailer, East Coast Clubs, 15 shows over 2.5 weeks.
- Sept - Oct 2022: Plush (1st Support on four band tour package, Alice In Chains, Breaking Benjamin & Bush), East Coast Amphitheaters, 13 shows over three weeks
- March - April 2023: Elise Trouw, headliner, clubs, USA, 31 shows over seven weeks

• **Tour Production Assistant/Covid Supervisor**: Crew of 16, Band of four, a TM, two buses, three trailers and local labor. Production office set-up/tear down including; signage, radio, runner and dressing room management, hotel access advance, stage rider, wardrobe assist, bus stocking and guest lists. Manage Covid testing, tracking, compliance, and supplies for touring crew and local labor. NOTE: I was hired for this tour in April 2020, fourth round of dates TBA.

- ***POSTPONED 1.7.22*** Jan 10 - Mar 1, 2022: Erasure, London, UK; 27 shows in North America.

• **Tour Driver:** Transported seven (7) souls, luggage, production gear and merch in a Mercedes Sprinter Van (Deluxe, 11'x23', 5 Tons) for eight (8) days, 2,500+ miles.

- Oct 17-24, 2019: The Class, The Tour with Taryn Toomey, NYC, NY

• **Tour Manager**: Direct communications advancing and DOS; MasterTour, atVenu/SoundScan, Red 11 Contracts and GoogleDocs experienced; Merchandise display, sales, inventory and reporting; Secure lodging.

- Oct - Nov 2018: The Black Lillies (Headliner, Four piece, Sprinter Van), Knoxville, TN, 23 shows over six-weeks. In addition I drove their Sprinter Van from Billings, MT to New York City, NY to meet them.

• **Volunteer Management - Music Festival:** Design, create, and implement the VolunteerLocal online platform for jobs, shifts, registration, management and communications. Created a volunteer appreciation program to assist in retention and growth of the volunteer base.

- Aug 2012 - present: 80/35, a two-day music festival in Downtown Des Moines, four stages, 30,000 guests, 550 volunteers - 2020 & 2021 were canceled due to the pandemic
- Mar 2015 - Jan. 2022: Hinterland Music Festival, a two-day camping festival in St. Charles, IA, 16,000 guests, 250 volunteers - 2020 was canceled due to the pandemic.
- Mar-July 2018 & June-July 2021: Big Country Bash, a two-day camping festival in St. Charles, IA, 10,000 guests, 150 volunteers
- June 2015 and 2016: Bonnaroo Music Festival (VL Support Onsite), a six-day camping festival in Manchester, TN, 80,000 guests, 3,000 volunteers

• **Assistant Director - Music Festival Bicycle Ride:** Direct communications detailing route, stops, power, stages, vendors, toilets, water, camping, parking, emergency plans with City Councils, County Conservation Boards and Public Safety Departments. Assisted with the talent buying, contracts, riders and hospitality. On-site managed registration, volunteers, artists and public safety.

- Jan 2015 - Jan 2019: Pedaler's Jamboree Iowa, 2-days, 2015 on the Raccoon River Valley Trail, 89 miles, dozen stages; 2016 on the Wabash Trace Nature Trail, 70 miles, six stages; 2017 and 2018 on the Chichaqua Valley Trail, 22 miles, four stages.
- Oct 2015 - Oct 2016: Big BAM (Bicycle Across Missouri), 6-days, 14 stages, 300 miles.

• **Production Assistant - Local**: Assist with the preparation of materials for installation, installed materials twice and tore down once. Hallmark Movies & Club Wyndham promotional suite themed by location.

- Sept - Nov 2021: PJC Productions, Nashville, TN
- April 22, 2022: OTL Primus Spring Tour, Alliant Energy Powerhouse, Cedar Rapids, IA

• **Guest Services Lead - Local:** Assist Management team on-site with ticketing, local crew management in free skate areas and sponsor activations. Implement Covid Safety rules with all guests and local crew.

- May 19-23, 2020: Dew Tour, Olympic Skateboard Competition, Des Moines, IA

• **Merch Assistant - Local:** Assist touring team, Mike White, with inventory stocking, set-up, selling, count in & out.

- Oct 5, 2019: Blue October@The Caverns, Pelham, TN

• **VIP Assistant - Local:** Assist touring team with set-up, swag preparation, check-in, customer service & hospitality.

- June 2019: OTL Presents, New Kids on the Block Mixtape Tour, Wells Fargo Arena, Des Moines, IA
- March 2022: On Location, Disney Princess Tour, Des Moines Civic Center, Des Moines, IA
- April 2022: SuperFan Live, Bon Jovi, CHI Health Center, Omaha, NE

• **Runner - Local:** Chauffeur main stage artists to and from hotels, airport and around Des Moines. Shop for craft services, coordinate catering, assist with signage, organizing and maintaining craft services areas.

- July 12 - 14, 2019: 80/35 Music Festival, Artist Transportation, Des Moines, IA
- Sept - Dec 2020, Nov 2021: ESPN College Football, Ming Entertainment, Ames & Iowa City, IA, & Nashville, TN

- Oct 2021: Old Dominion Artist transportation, Indigo Road Entertainment, Des Moines, IA
- Dec 2021: ESPN College Basketball, Ming Entertainment, Des Moines, IA

• **Box Office Manager - Music Festival Bicycle Ride:** Manage team of sellers at five locations, gather, transport and securely manage cash, assist with deposits and tracking.

- May 2015/Memorial Day Weekend to present: Pedaler's Jamboree Missouri, 3-days, 50 miles, five stages.

• **Artist Hospitality - Music Festival Bicycle Ride:** Manage a team providing Artists rider fulfillment, craft services, stage crew support, and assist Festival Crew as needed. Provide needed tables, serving items, decor/ambiance. Assist with all catering needs.

- May 2015/Memorial Day Weekend to present: Pedaler's Jamboree Missouri, 3-days, 50 miles, five stages.

References

• Mark Nawara, Pavement Entertainment Inc, Plush Management, mark@pavementmusic.com
• Cruz Contreras, The Black Lillies Band Leader, cruz@theblacklillies.com
• Mike Denehy, Off Track Events, Director, offtrackevents@gmail.com

Education & Certificates

• Bachelor of Business Administration (Marketing); Iowa State University, Ames, IA
• Tour Management 101 Online Master Class Webinars, March 2020 - Spring 2021
• Covid Compliance Officer Certificate, Health Education Services, Online 5/13/21
• Covid Compliance for Live Events Certificate, Health Education Services, Online 5/27/21