MAKEDA BARKLEY

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I am a performance-driven production, touring, and events professional with extensive experience in live event operations and administration. I am self-confident, situationally aware, and produce high-quality results during the planning, execution, and performance phases of every project and show. I am an energetic, driven, and proactive manager and team member. I have strong interpersonal and multi-tasking abilities as well as excellent communication skills.

STRENGTHS AND EXPERTISE

- Staff, Volunteer Management and Recruitment
- Graphic and Print Design (Adobe Suite)
- Web Content Development
- Ticketing Management
- Advancing and Settlement
- Vendor Relationships, Contract Negotiations
- Social Media and Email Account Management
- Logistics Planning and Procurement
- Catering, Artist, and VIP Hospitality Management
- Team Leadership and Collaboration
- Touring Logistics Coordination

RELEVANT EXPERIENCE

Tour Production Coordinator **May 2024 - Present**
Orville Peck

- Advance catering/hospitality and hotels with Tour Manager, including special requests.
- Setup and manage green rooms for artist, band, support, and crew.
- Supervise local Runners.
- Supervise VIP representative
- Manage guest list and family hospitality.
- Assist Tour Manager and Production Manager with tour logistics.

Interim Station Manager **February 2024 - May 2024**
KZMU Community Radio

- Managed day-to-day operations, including staff supervision, budget oversight, and facility management.
- Ensured legal compliance with FCC, IRS, and DMCA regulations; maintained station licensure.
- Led fundraising efforts, including bi-annual fundraisers, grant writing, and underwriting management.
- Acted as liaison between Board of Trustees and staff; coordinated monthly board meetings and community engagement events.
- Directed volunteer programs with 85+ DJs and led cross-department collaboration for music and news programming.
- Developed and executed strategic goals; ensured clear communication across all levels of the organization.

Assistant Director **May 2021 - February 2024**
Moab Folk Festival & Moab Free Concert Series

- Managed various aspects of production, budget, contracts, staff, RFP process, vendor recruitment, and operations for annual Moab Folk Festival and Moab Free Concert Series.
- Researched and coordinated venue, travel, per diems, and lodging for event staff and performers.
- Recruited and directed 200+ volunteers for Festival and Free Concert Series through POINT, Google Sheets, and Mailchimp.
- Interacted directly with musicians, actors, agents, managers and other industry personnel.

- Lead comprehensive branding including design and visuals for website, advertising, program, and performer materials resulting in a 30% increase in ticket sales from before tenure.
- Created/maintained email and social media accounts, assets entry/management, staff hiring, creating staff training guides, schedules, and other pertinent documents.
- Sourced and managed a wide range of vendors, contractors, and suppliers, ensuring high-quality services, competitive prices, and on-time delivery for all events.
- Revamped VIP offerings and hospitality to increase revenue and positive VIP experiences resulting in a 50% increase in VIP ticket purchases and a 200% increase in revenue.

Event Coordinator, Moab Facelift **February 2023 - May 2023**
Grand County & Yosemite Climbing Association

- Led the development and execution of the inaugural Moab Facelift volunteer event.
- Handled comprehensive event planning, including conceptualization, logistics, vendor management, budgeting, and on-site coordination, driving successful event outcomes.
- Managed event details, such as venue selection, ground transportation, project specifics, catering, and event setup, ensuring a smooth and efficient execution of events.
- Engaged with volunteers and staff ahead of event, fostering a collaborative and inclusive environment.

Volunteer & Event Lead **July 2022 - November 2022**
Davina for Utah

- Recruited/organized 250+ statewide and national volunteers using social media, email, VAN, and ThruTalk.
- Coordinated teams of volunteers for large-scale actions and canvassing events.
- Kept detailed records of volunteers' information and assignments for maximum campaign efficiency.
- Designed and executed large-scale volunteer recruitment and appreciation events including.
- Led donor event coordination and logistics including catering, speakers, sound, invitations, and schedule.

Associate Director **September 2018 - May 2021**
Moab Arts

- Designed Red Rock Arts Festival event rebrand and programming, including expansion of live performer lineup, community engagement, and artist opportunities.
- Scheduled, managed volunteer recruitment, shifts, on site training for volunteers/staff, stage crew.
- Demonstrated crisis management skills by efficiently handling unexpected situations and emergencies during events and day-to-day operations.
- Supervised 20+ employees and interns annually, fostering a collaborative and efficient work environment.
- Developed and executed comprehensive marketing strategies across various channels to promote events, attract participants, and drive engagement.
- Prepared all contracts and MOUs for contractors, artists, and businesses, ensuring clear agreement on terms and expectations.

EDUCATION

Luther College, Decorah, IA: BA in Art, Communications

Utah Division of Arts & Museums, Utah: Change Leader Certification
(2019)

References are available on request.