# Chloe Mackenzie-Lee.

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Music and live entertainment professional with experience across artist management, touring, immersive experiences, and commercial partnerships. Most recently served as Day-to-Day Manager for Charlotte Cardin and Alicia Moffet, following roles in international touring, live event production, business development, and entertainment technology. I've worked closely with artists, brands, and creative teams to build collaborations and bring large-scale live experiences to life. Having built my career across Canada and Europe, I recently relocated to New York and am looking to continue growing within the global music and live entertainment space.

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## PROFESSIONAL EXPERIENCE

**Day-to-Day Artist Manager – Charlotte Cardin & Alicia Moffet | CULT NATION**
*May 2025 - July 2026*

- Served as operational lead for Charlotte Cardin and Alicia Moffet, overseeing music releases, promotional runs, touring, brand partnerships, media initiatives, and day-to-day business affairs across international markets.
- Led the search and selection of a Creative Director for Charlotte Cardin's tour, contributing to the creative development of her live show, including her first sold-out headline performance at Accor Arena in Paris.
- Worked with Warner Music France to coordinate international promotional campaigns for single and album releases across North America and Europe, aligning strategy, marketing, media, and execution across multiple territories.
- Supported the development of brand partnerships with Saint Laurent and Levi's, helping coordinate between artist, brand, and management teams.
- Acted as main on-the-ground operational contact during promotional campaigns, handling travel, logistics, scheduling, and on-site execution.

**Account Executive – Music & Touring | PIXMOB**
*Sep 2024 - Jan 2025*

- Developed relationships across the touring ecosystem, supporting the integration of immersive technology into live concerts and festivals.
- Built account strategies aligned with touring and production needs, identifying opportunities for immersive activations in live entertainment projects.
- Supported negotiation and structuring of commercial agreements for music activations across music and live events.
- Worked closely with production and technical teams to translate creative and touring requirements into on-site execution.
- Moved into an Account Executive role and contributed to outreach and commercial development that led to PixMob integrations across multiple concert tours, including a series of Sabrina Carpenter shows.

**Project Manager | PIXMOB**
*Apr 2022 - Sep 2024*

- Led delivery of live event and activation projects across large-scale entertainment and touring productions.
- Built production timelines, managed budgets, and coordinated logistics for international events.
- Handled reporting and communication with internal teams and external stakeholders to ensure alignment on scope and delivery.
- Solved operational and technical issues on-site to ensure smooth execution.
- Delivered major projects including The Weeknd – After Hours Til Dawn Tour, Missy Elliott tour, Feid tour, Gucci Cruise Show (Korea), the Paris 2024 Olympic & Paralympic Games, and more.

**Business Development Coordinator - Film & Advertising VFX | RODEO FX**
Montreal, QC | *May 2021 - Apr 2022*

- Supported business development initiatives by managing sales opportunities, maintaining pipeline reporting, and coordinating competitive bid submissions across film, television, and advertising projects.
- Conducted market and competitor research to identify growth opportunities and support strategic planning.
- Worked with commercial and production teams to develop proposals and client presentations.

**Community Manager | FEVER**
Madrid, SP | *Nov 2020 - Apr 2021*

- Managed community engagement and social media communications for international audiences.
- Built relationships with users and industry partners to support brand presence and growth.
- Developed engagement strategies to increase audience interaction and community growth.

**Executive Assistant to President of Touring - Comedy | LIVE NATION ENTERTAINMENT**
London, UK | *Feb 2020 - Oct 2020*

- Supported the President of Touring by coordinating venue availability, routing, and logistics for comedy tours.
- Prepared itineraries, budgets, contracts, and travel arrangements for domestic and international productions.
- Coordinated marketing assets and administrative processes across internal and external teams.

**Production Assistant | PIXMOB**
*M*ontreal, QC | *Mar 2019 - Feb 2020*

- Supported project planning and logistics for live event productions.
- Assisted cross-functional teams throughout planning and on-site execution of large-scale events.
- Traveled internationally as on-site support for production delivery.

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## EDUCATION

**Master of Arts (M.A.), Events & Experience Management**
**Goldsmiths, University of London**
Institute for Creative and Cultural Entrepreneurship (ICCE)
London, UK | 2019-2020

**Bachelor of Arts (B.A.), Communication & Media Studies**
**Concordia University**
Video Production
Montreal, QC | 2015-2018

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## LANGUAGES

**English** - Fluent

**French** - Fluent

**Spanish** - Working Proficiency

## SKILLS

Artist Management
Live Event Production
Project Management
Tour Logistics
Brand Partnerships
Stakeholder Management
Client Relationship Management
International Operations
Music Marketing & Release Coordination
Business Development

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## REFERENCES

Available Upon Request