

PROJECT LIST:

- **EVENTBRITE, [RECONVENE](#) (2020-2023), EXEC PRODUCER:** Lead Eventbrite's community program, RECONVENE, from a pilot program to a \$2M+, multi-year project. Currently, RECONVENE has grown to 5 integrated workstreams, including launching a 300+ person Creative Collective program, an Accelerator Grant Program for upcoming creators, a quarterly streaming content series called Sessions, and an annual global Summit. Lead as many as 25 team members. Collaborated with the finance department to develop a budget dashboard to manage resourcing and hard costs for this extremely complex project, which led to exceeded KPIs while delivering under budget.
- **LEVIS, [MUSIC PROJECT](#) (2020-2021), EXEC PRODUCER:** Launched Levi's digital evolution their music education project, building a global hub on Discord. Results activated 15+ countries to host impactful, intimate and scalable experiences featuring top music talent, led by global music star, Khalid. KPIs included 3M+ YouTube views and 29% engagement rate of Discord content.
- **STRAVA, [WHY WE RUN](#) (2019), SENIOR PRODUCER:** Lead Strava's Why We Run, the largest global research project studying runner's motivations, tapping 25,000 runners from 8 countries. Lead a team of researchers, data visualizers and academic authors to discover patterns in motivations, launch an interactive data experience, and publish an academic white paper.
- **STITCH FIX, [BIRDIES COLLABORATION POP UP](#) (2022), EXEC PRODUCER:** To generate brand awareness and affinity, Stitch Fix hosted its first in-person consumer one-day pop up event at the Birdies flagship store. Activation included a partnership with a local artist, featuring interactive installations paired with custom looks and shoes.
- **LEVI'S, [FROM THE ARCHIVES](#) (2020), SENIOR PRODUCER:** Produced Levi's "From the Archives" Series, an episodic YouTube Series designed to highlight the treasures preserved within the Levi's Archive Museum. Early in the pandemic, the documentary series was one of the first to be produced fully remotely through Zoom and cellphones.
- **LEVIS, [RED TAB CAMPAIGN](#) (2021), EXEC PRODUCER:** Partnered with Levi's to design a visual system and digital assets to drive sign-ups & app downloads for their customer Loyalty program, Red Tab. Production included a photo and video shoot, guided by a collaboration of Levi's Creative Directors and Imprint's Creative. Targeting Gen Z, we produced still and motion assets proving the benefits of the Red Tab program for global usage.
- **EVENTBRITE, [NOW IS YOUR TIME CAMPAIGN](#) (2021), SENIOR PRODUCER:** The brand campaign "Now Is Your Time" shared the brand's hopeful message to inspire people to reunite with what they love and with the people who matter most. Production included multiple shoots highlighting real event creators from around the country to share their love of events. The digital campaign launched the ongoing platform, RECONVENE (see above).
- **DROPBOX, [VIRTUAL FIRST CAMPAIGN](#) (2020), SENIOR PRODUCER:** To support the launch of Dropbox's new *Virtual First* work environment Imprint Projects designed a suite of digital resources to enable collaboration and connection for teams working remotely around the world. The kit included 4 components, a call out being a deck of Connection Cards based on tarot readings that encourage team

building and connection (in collaboration with *Out of the Office*).

- **IMPERFECT FOODS, [EARTH MONTH CALENDAR](#) (2020), SENIOR PRODUCER:** To celebrate Earth Month, Imperfect Foods and Mrs. Meyer's Clean Day joined forces to create a digital calendar. We brought to life a playful, Chutes and Ladders style digital experience, which was a new take on a digital calendar.