

STEPHANIE ADAMO

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ACHIEVEMENTS

- **Board Member St. Petersburg City Theatre:** July 2015 – July 2016
- **2011 Creative Loafing Award:** Best Film Series – Capitol Theatre
- **2010 CMJ Panelist:** Mindset of the Venue Booker

EDUCATION

**SAVANNAH COLLEGE OF
ART AND DESIGN
SOUND DESIGN B.F.A.**
SAVANNAH, GA

FEATURED ARTISTS PROMOTED

Lindsey Buckingham • Henry Rollins •
Glen Campbell • Psychedelic Furs •
Sondre Lerche • H.R. (Bad Brains) •
Marc Broussard • Andy Grammer •

SKILLS

Microsoft Office • Photoshop •
Illustrator • Mail2 •
Google AdWords • Familiar with
Wordpress •

WORK HISTORY

FELD ENTERTAINMENT

GLOBAL PUBLIC RELATIONS MANAGER

JANUARY 2016 - PRESENT

ASSISTANT PUBLIC RELATIONS MANAGER

SARASOTA, FL // OCTOBER 2013 – DECEMBER 2015

- Develop overall global PR strategy for nine *Disney On Ice* touring productions
- Develop national launch strategy for new *Disney On Ice* productions along with templates for localization in market
- Oversee creative development for all PR visual assets for *Disney On Ice*, *Disney Live!*, *Marvel Universe LIVE!* and *Sesame Street Live*
- Develop and manage \$1M annual budget
- Plan and execute strategy for large scale events such as annual celebrity red carpet event in Los Angeles
- Work alongside Global PR VP to secure national media coverage such as GMA and Live with Kelly
- Work with senior management and in-house production teams to produce town hall style events for all Feld associates
- Manage a staff of five ensuring all day-to-day needs of *Disney On Ice* regional PR teams in the field are met
- Manage media training for casts and production staff

RUTH ECKERD HALL, INC.

MARKETING AND PR COORDINATOR

CLEARWATER, FL // FEBRUARY 2011 – OCTOBER 2013

- Developed and executed comprehensive marketing and PR campaigns for more than 100 shows per year
- Developed and managed publicity materials including photographic, digital and traditional media assets
- Managed marketing and community outreach campaigns for 10 outdoor music festivals per year
- Coordinated artist media appearances and interviews
- Doubled revenue generated via social media in 3 months
- Grew Facebook “Likes” by 105% & Twitter “Followers” by 94% in one year
- Wrote copy for press releases and marketing collateral

CRASH MANSION

TALENT BUYER

NEW YORK, NY // SEPTEMBER 2008 – DECEMBER 2010

- Booked all talent for approximately 150 events per year for weekly programming and CMJ Music Marathon Showcases
- Drafted and executed engagement contracts
- Designed and developed marketing campaigns

THE BOWERY PRESENTS

VENUE ASSISTANT

NEW YORK, NY // SUMMER 2007

- Assisted with daily venue operation and artist hospitality
- Assisted with ticketing and will call day of show