

Evette Anthony

Event Production & Operations Professional

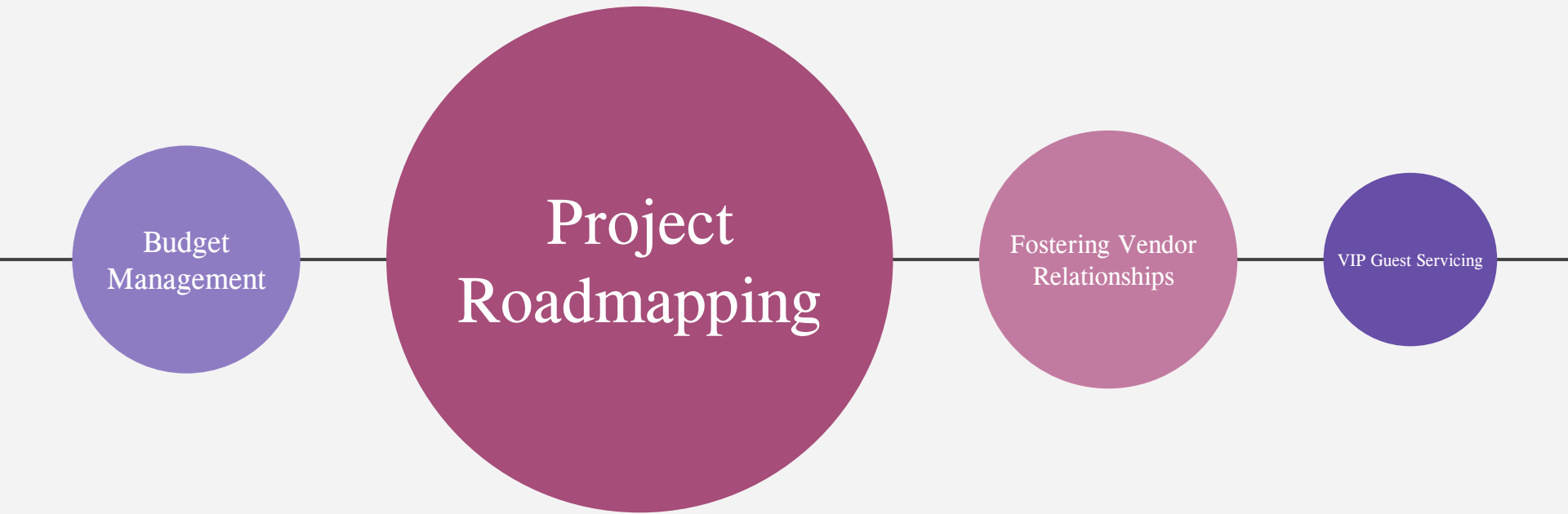
Biography

With a passion for creating exceptional experiences that enhance client brands, increase employee retention, and foster customer loyalty, I bring over a decade of expertise in experiential marketing, PR, and event management. From collaborating with agile startups to partnering with global consumer giants, I consistently deliver impactful results for teams. My magic is in my natural ability to be a consistent and dependable team player, who is highly organized, takes initiative, anticipates challenges, and looks for ways to improve processes.

As a native New Yorker, I thrive in high-pressure, fast-paced environments, utilizing my resourcefulness and meticulous attention to detail to achieve success.

Away from my desk, you'll find me jet-setting to new destinations, eagerly collecting new passport stamps. I thoroughly enjoy exploring unfamiliar places through niche guided tours, to expand my hospitality network, and to fully immerse myself in local culture.

Skills & Expertise



Case Studies

Global Insurance Corporate Off-site Meeting & Retreat

Brief

Create a luxury retreat that will impress 26 insurance executives and B2B partners who are seeking a sense of adventure.

Itinerary

Day 1: Guest check-in at [Gurney's](#); Private cocktail welcome reception and clambake dinner, with live band performance, followed by evening beach bonfire at the hotel.

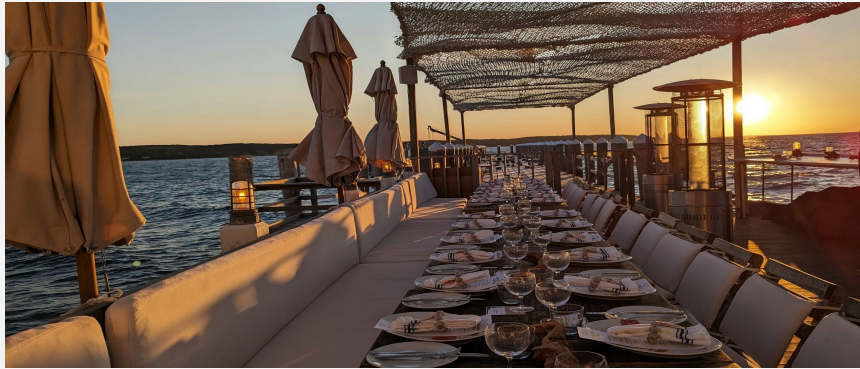
Day 2: Private breakfast followed by morning meeting; Afternoon of private group excursions - group 1: [sailing](#); group 2: private [wine tasting](#), cocktail hour reception, followed by dinner party at [Duryea's](#).

Day 3: Group farewell

Contribution

Led pre-production tasks: developed pitch proposals, managed operational documents, and coordinated vendor outreach. Provided on-site support during activation, overseeing decor setup, gift bag assembly, and acting as the point of contact for hotel staff for the Cocktail Hour. Conducted budget reconciliation in post-production.





Global High Jewelry Sales Off-site

Brief

Support the internal events team in creating a four-day retreat focused on enhancing guest experiences. The aim is to reward high-value customers while introducing them to new collections, generating buzz, and boosting pre-sales for the upcoming season.

Host 15 VIP customers, 10 brand advisors, and top executives within a \$500K budget

Itinerary

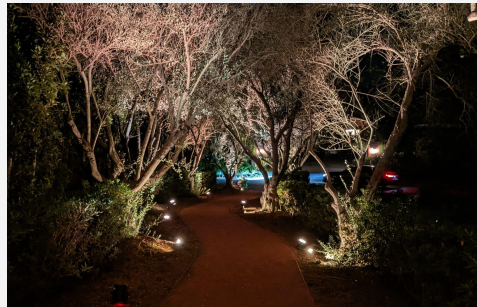
Day 1: Guest airport arrival and check-in at [Rancho Valencia Resort & Spa](#); off site welcome gala reception at [Born & Raised](#) then transport back to the resort.

Day 2 + 3: Morning at leisure then afternoon of private group excursions - yacht tour; [hot-air balloon ride](#); [spa](#); followed by dinner at leisure.

Day 4: Group farewell and airport transfers home.

Contribution

Managing pre-production tasks, including coordinating team travel arrangements and guest itinerary preparation. I provided on-site dedicated guest servicing during experiential activation and conducted budget reconciliation during post-production.



Rare Spirits Intimate Tasting

Brief

Craft an intimate and inviting ambiance to introduce the luxury scotch brand's rarest spirits to elite clientele.

Contribution

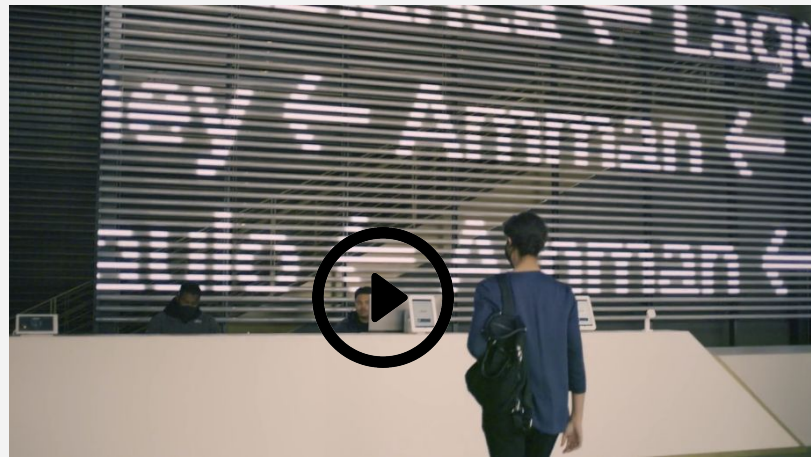
Serving as onsite liaison for Casa Cipriani's internal events team, participating in multiple site visits, overseeing AV production and music, and managing waitstaff. I provided crucial support during event setup, load-in, and post-event breakdown, including coordinating gift bag assembly and guest distribution.



Creative Technology Activations



The Orbit

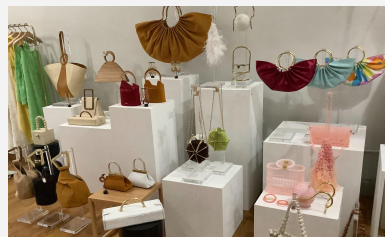


The Stream

Contributions

Leading logistical coordination for two robust activations during the challenging peak of the COVID-19 pandemic, I ensured that the production, design, and senior leadership teams at HUSH had safe and efficient travel arrangements for the simultaneous deployments throughout New York, Dallas, Chicago, and San Francisco. Each production involved up to 30 contributors including staff, freelancers, fabricators, and vendors across graphics, motion design, and architecture departments. My role was pivotal in ensuring all teams were contracted and properly resourced, internal project timelines were met, and expenses were meticulously monitored keeping both activations on budget from initial creative ideation through successful deployments. Additionally, I spearheaded the project management and the distribution of the above case study sizzle reels.

RTW Market Week Buyer Presentations



SS '19



AW '20

Contributions

Aided the west coast sales team in crafting an inviting environment for market appointments with prestigious luxury stores such as Saks Fifth Avenue, Barney's, MyTheresa, FORWARD; Nordstrom, Bergdorf Goodman, Farfetch, and Shopbop.

NYFW Presentation

Brief

Deliver a brand presentation to New York elite fashion press, stylist, and buyers that will generate buzz for the much anticipated 2nd brand collaboration of Closed x Girbaud collection.

Contribution

Oversight of seamless event coordination from receiving and organizing Paris showroom inventory, to visually merchandising, hanging, steaming, and tagging the collection. I implemented strategic product seeding, curated guest swag bags, and decorated the venue with branded decals and imagery. In addition, I led model casting and recruitment of support staff, creating a diverse and efficient team.







Creative + Brand Partners

A⁺MC




QUINTESSENTIALLY

cult gaia

steven alan

RAINS

 BARCLAYS

CLOSED

max


Meta

LIBERTY FASHION FAIRS
LIBERTY FAIRS cabana (capsule)

 AT&T

TRETORN
EST. 1891 SWEDEN

Uber

Tucker

Contact

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Hommage Design Experiences

Thank you for the consideration!

