

KAREN RAPPAPORT MCHUGH

COMMUNICATIONS, CONTENT WRITING, & EVENT SPECIALIST

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VALUE STATEMENT

I'm a writer, marketing/communications specialist and event production leader with a 20+ year track record of directing innovative campaigns for consumer brands, entertainment clients and festivals, conferences and award shows. A connector and idea generator, I'm very passionate about guiding teams to bring original ideas to life through expert planning, problem-solving, and execution. I'm skilled at project management, team building, mentoring, public speaking and in crisis management/communications. I'm also certified in COVID-19 tracing/compliance.

EXPERIENCE

MUDDY GIRL PRODUCTIONS // 2003 – PRESENT

FOUNDER, DIRECTOR OF EXPERIENTIAL PRODUCER // LOS ANGELES, CA

I direct forward-thinking integrated marketing, brand activations, content creation, and experiential events at Muddy Girl Productions, a marketing and events company specializing in ancillary entertainment for festivals and brands.

Content Creation for Events

- Develop content plans and created content promoting events for festival websites, print & social media
- Collaborate with team members to develop/implement content strategy for promoting experiences within festivals
- Direct social media and video teams, ensuring pivotal moments during events are captured and posted

Content Creation for Publications, Websites, & Social Media

Creative thinker adept at idea generation and identifying trends before they happen

- Research content based on consumer trends to stay current with the latest digital platforms
- Create content pieces for a variety of platforms including online news outlets (Time, Medium), websites, and social media with vast readership exposure ranging from
- Manage and maintain editorial calendars meeting submission deadlines in a fast-paced environment
- Proofread and edit content prior to publishing to ensure highest quality communication
- Implement SEO and SMO strategies to effectively attract the target audience
- Target publications and develop relationships to place original content across digital channels
- Talented writer creating content that is evocative and shares a unique perspective connecting personal stories to universal concepts and current trends

Event production

- Passionate about understanding the consumer or target market to produce unforgettable experiences
- Plan logistics, coordinate, and meticulously organize details to ensure event delivers creative concept
- Provide on-site supervision of events, working with venues, teams, and sponsors to guide the big-picture vision from concept to completion; manage teams of 100+ personnel

Marketing

- Apply expertise in event marketing and artist management to produce successful grassroots tour marketing campaigns for artists including Ziggy Marley, Imagination Movers, Putumayo, and Yo Gabba Gabba
- Serve on industry panels sharing best practices for community-driven events, programming, and digital marketing

Team Leadership & Management

- Manage budgets up to \$100K+, expertly allocating resources to achieve plans for events with up to 175K guests
- Build outstanding relationships with production companies, earning repeat contracts year after year
- Negotiate terms and contracts with production agencies, talent, creative teams, vendors, and sponsors

EVENT PROJECTS:

HAMPTONS FILM FESTIVAL (artist transportation manager), **2022**

NEW ORLEANS FILM FESTIVAL (venue volunteer), **2022**

XLIVE CONFERENCE (panel producer), **2016-2019**

STAGECOACH FESTIVAL (ancillary entertainment department lead), **2006- 2022**

COACHELLA, 2017-2019 (vintage market producer)

DESERT TRIP, 2016 (venue management team)

BOURBON & BEYOND, 2017-2022 (stage producer/manager)

LOUDER THAN LIFE, 2022 (venue management team)

KAABOO, 2016 (artist services director)

EDUCATION

MA

Creative Studies

New York University

BS/BA

Journalism

PR + English

University of Texas

INDUSTRY AFFILIATIONS

XLIVE

Advisory Board

2017 – 2019

Billboard

2019

SXSW

Speaker, 2010, 2016

Pollstar

Speaker, 2011

The Recording Academy

Trustee, 2006 – 2007

TECH SKILLS

Proficient In

Social Media Marketing

Instagram, Twitter

Facebook, Clubhouse

Project Management

Trello, Slack

Microsoft Office

Word, PowerPoint

Excel, Outlook

WORK EXPERIENCE

Max Factor, Neutrogena,

De Laurentiis Entertainment

Rogers & Cowan,

Ogilvy & Mather

GOLDENVOICE: Coachella, Stagecoach, Desert Trip | 2006 – 2022

- Collaborated with Coachella's executive team to produce on-site Vintage Market retail area that earned rave reviews from *Daily News*, *World News*, *Topix*, and WKML radio, and grew year over year
- Pitched and executed the development of four areas at Stagecoach Festival including the Half-Pint Hootenanny children's stage, HonkyTonk Dance Hall, Vintage Trailer Park, and Smokey Barrel Cooking stage making them "go-to" family destinations, and playing an integral part in shaping the festival's culture and brand
- Nourished relationships with talent managers to book special guests
- Curated interactive photo ops on-site with designated social media hashtags, bolstering online engagement
- Secured brand partnerships with Girl Scouts, Boy Scouts, museums, and non-profits, and created affiliated programs with local country western bars to optimize engagement with festival-goers and the local community

DANNY WIMMER PRESENTS: Hometown Rising, Bourbon & Beyond, Louder Than Life | 2018 - 2022

- Successfully helped launch new concept festivals in Louisville, KY
- Produced and managed the "Bourbon Workshops" stage adding an educational component and new sponsorship opportunity to the event, and "Gospel Brunch," an additional high-end ticketed event
- Determined operational budget with DWP and handled all decor, communication with speakers, and tastings

LEO EVENTS: KAABOO Festival | 2016

- Partnered with Artist Relations Director to create and manage Artist Services program, sourcing vendors, managing team, and developing an upscale, sponsored concierge lounge and programming for 60+ artists including Jimmy Buffet, Aerosmith, Jack Johnson, and Lenny Kravitz

THE GRAMMY MUSEUM® | 2003 – 2007

- Created family-focused educational programs at The Grammy Museum®, and produced first-ever children's concert for Grammy® nominees in the children's music category, which continues today

CONTENT CREATION HIGHLIGHTS |

<https://karenrappaportmchugh.medium.com/>

STORYOPOLIS // 1995 – 2003

DIRECTOR OF MARKETING // LOS ANGELES, CA

- As fourth hire to team, directed media strategy, marketing, and red carpet events for Storyopolis, a children's art gallery and TV/film and multimedia production company owned by founder of Microsoft, Paul Allen
- Established partnerships and produced launch parties with major celebrities, musicians, film and TV studios to support overall marketing and growth plan
- Responsible for company launch plan, national and local public relations initiatives

OTHER WORK EXPERIENCE

SR. ACCOUNT SUPERVISOR, THE BLAZE COMPANY PR

SR. ACCOUNT SUPERVISOR, PHYLLIS KLEIN & ASSOCIATES PR

PR MANAGER, MAX FACTOR

SR. ACCOUNT DIRECTOR, OGILVY & MATHER PR