

Divinity Rose

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www.rosebladecreativegardens.com

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Development, Direction and Design - Live Event, Video and Project Producer

Over 15 years experience in concept development, design, pre-production, direction, production and post production with a rich blend of experience in new media, video, live events, experiential marketing and publishing.

Strongest areas are:

- Project organization, leadership and management from concept to release
- Concept Development, Creative Direction, Design, Branding, Packaging
- Creative Consulting, Writing, Episodic Content, Humor or High Concept
- Pitches, Presentations and Proposals
- Publicity, Promotions, Press
- Fundraising and Cost Reduction

Experience Overview:

- Writing or Editing Titles, Curricula, Loglines, Treatments, Scripts, Proposals, Queries
- Concept and Story generation
- Storyboards and Breakdowns
- Project Organization with CRM and Office Software
- Location Scouting, Securing
- Project Budgeting, Accounting, Client Billing
- Obtaining Permits, Agreements, Insurance
- Testimonial Recruitment
- Soliciting/Obtaining Press Coverage
- Talent and Crew Casting and Waivers/Agreements
- Scheduling Shoots
- Directing theater, live events and videos
- Negotiations- Venues, Talent, Promotions
- Project Logistics and Research
- Fundraising, Sponsorship, Grantwriting
- Art Direction, Props, Wardrobe
- Production, Make-Up and Character Design
- Safety and liability considerations
- Craft Services
- Line Producing
- Experiential Marketing
- Publicity and Promotions
- Flaw and weakness detection
- Press Interviews - Tv, Radio, Print
- Social Media, Web Design and Maintenance
- Graphic Design, Layout and Publishing
- Supervision of volunteers, contractors, artists, production and creative staff
- Writing and Maintaining Contracts
- Creative Consulting
- Footage Logging
- Title, credits, minimal animation generation
- Video and Sound editing(minimal) with Premiere, Vegas, Sony Acid
- Photography, layout and design with Illustrator, Lighthouse, InDesign, Photoshop, Dreamweaver, CMS
- Working with out of town teams via teleconference

Career Highlights:

Live Events:

Securing sponsorship, producing Tech Gallery, and designing signage for Tech Fest Conference /TALK (2015); Assisting Abbey Road on the River producing Beatles on Ed Sullivan 50th Anniversary at Ky Center for the Arts (2014); Building following by completely designing and producing over 400 live events in 12 venues in 2 states with Sub Rosa: The Gypsie Courtyard (2008-2015); Global Love Day (obtained mayoral proclamation) event with celebrity band meet and greet (2007), Creating and producing immersive multi-media experiential marketing with live event tie ins like “The Lost City of Abstractus” (2012), “Space Pirate Derby Disco” (2010), and I, Divine story pop up event at the Marcus Lindsey (2015) providing truly unique and attention grabbing promotions to a variety of companies with each interactive storyline/event at 1/10th the cost; designing and producing various trade show booth set ups for clients for conventions and other events (2012-2015) Concept Design and producing parade floats for clients; working with engineers and tech experts to further STEM awareness and make it fun

Photo/Video:

Producing and Directing episodic content for Public Access and Comedy Caravan (2003); SFX assist for Black and Grey magazine (2012); Producing for Clever Underdogs for short film, television pilot, Derby Poster Unveiling and Light Up Louisville (2013); Assisting in art department for feature films like “Death Tunnel” and “Overtime”; Producing, directing and editing videos for clients like G1NBC, Blackwyrn Publishing, Purdue University New Albany, Bluegrass E-Cycle, Vega’s Delicious Wishes Catering (2012-2015); Producing award winning short film “Awakening” (2015); Photos featured in publications like “LEO” and “The News and Tribune”, and producing for feature length documentary Tracking Fire (2015)

Publishing/Graphic, Tech, Multi-Media Design:

Team Leader for product development and investor pitch for mobile app with global partners; Concept development and design of company logos, web sites, slogans for companies including a Swiss lighting and technology company, and branding for clients like restaurants, tourist attractions, artists and bands, Caterers, Publishers, a salon, non-profits; Illustrating, laying out, publishing and selling books like “Snot, Bots and Other Thoughts”, “Diaries of a Godling” graphic novel and an artist’s adult coloring book in addition to newsletter and other publication layout for clients; Serving as editor of “The Quadrangle” student newspaper and helping it transform into an award winning publication with advertisers (2004-2005) Designing props, awards, installations and other things with LED lighting; See also: Writing resume, www.rosebladecreativegardens.com

Marketing and Public Relations

Creating an experiential marketing production to encourage technology recycling for Bluegrass E-Cycle that involved a storyline, a character and large installation shared with video, social media and a live event; Continual coverage of events in newspapers and other press like Great Day Live, Courier Journal, LEO, and WFPK; building an arts showcase from the ground up that became a heavily attended event; creating a “treasure hunt” brochure that connected events and marketed local

businesses and a Derby party; helping multiple clients increase their social media following or show attendance.