

## Contact

[www.linkedin.com/in/callie-pegadiotes](https://www.linkedin.com/in/callie-pegadiotes) (LinkedIn)

## Top Skills

Team Building  
Skilled Multi-tasker  
Pre-production

## Languages

English (Native or Bilingual)

# Callie Pegadiotes

Experiential Producer  
San Diego, California, United States

## Summary

I am a seasoned brand marketer turned freelance experiential Producer based in San Diego. I spent the first half of my career immersed in brand management and marketing and then transitioned into the production world where I thrive most and am able to apply my experience of being on the client side to how we pitch and produce experiential events. I also freelance in the music world managing AR onsite for major music festivals. I love collaborating, managing budgets and multitasking. I do best in fast paced environments and love being onsite.

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## Experience

### Creative Riff Producer

April 2024 - Present (11 months)

Hulu Boba Truck Comic Con 2024

Fox Universal Basic Guys Comic Con 2024 & NFL Games 2024

Good Morning America at D23 2024

Fox The Saints presented by Martin Scorsese 2024

### Freelance

Freelance Event Producer | Artist Relations | Festival & Event Operations

January 2020 - Present (5 years 2 months)

San Diego Metropolitan Area

I am a highly motivated and organized go-getter who thrives in the chaos of event production. I love to be creative and collaborate/lead teams to bring brand activations and music festivals to life. I specialize in event management (logistics + site ops) and artist relations, but always love to have my hands in anything that needs it.

Google I/O 2023

Olivia Rodrigo's Vampire Premier Party 2023

YouTube Kids Reunion 2023

Bravocon 2023  
Beyond Wonderland 2023  
Proper NYE 2023-24  
Wild Horses Fest 2023  
crssd 2023  
Bleached fest 2023  
crssd Fall '22  
day mvs '22  
Under the Big Sky '22  
Under the Big Sky '21  
Academy of Country Music Awards 2011-2022

### Self-employed

Wedding Planner + Designer  
January 2020 - Present (5 years 2 months)  
San Diego, California, United States

### Self-employed

Brand Marketing Manager  
January 2020 - Present (5 years 2 months)

Seasoned brand and marketing manager with a robust background in the food & bev industry. Thrives on being creative and ideating plans to catapult brands into household names with omni-channel activations and campaigns. I especially love experiential marketing and excel in fast-paced environments where quick problem solving is necessary to successfully lead a project. I freelance with businesses, start-ups and entrepreneurs to position their brand and messaging for their ideal client. My freelance work includes design, social media strategy and execution, branded events, campaign planning and budget management.

### Freelance

Artist Relations | Talent Escort  
December 2010 - Present (14 years 3 months)  
Artist liaison to production on live and recorded events.

Dick Clark New Year's Rockin' Eve, The Band Perry, 2011  
Academy of Country Music Awards, Brantley Gilbert, 2012-2013  
Dick Clark New Year's Rockin' Eve, Ellie Goulding, 2013  
Academy of Country Music Awards, Brett Eldredge, 2014  
Academy of Country Music Awards, Sam Hunt, 2015

Academy of Country Music Awards, Cole Swindell, 2017  
Academy of Country Music Awards, Jon Pardi, 2018  
Academy of Country Music Awards, Maren Morris, 2019  
Spirit Awards, Robert De Niro, 2020  
Academy of Country Music Awards, Luke Grimes, 2021

### Callie's Captures

Lifestyle Photographer

January 2015 - January 2024 (9 years 1 month)

San Diego Metropolitan Area

Lifestyle photographer focusing on seniors/grads, pets and family

### Creative Riff

Associate Producer | Sponsorships Bravocon

September 2023 - November 2023 (3 months)

### MAS

Senior Production Coordinator

April 2023 - November 2023 (8 months)

Google I/O Connect Miami May 24, 2023

YouTube Shorts Olivia Rodrigo Vampire Premiere June 29, 2023

YouTube kids reunion October 2023

### Compass

Marketing Advisor

October 2019 - March 2020 (6 months)

Los Angeles Metropolitan Area

\*Laid off due to COVID-19

Led marketing, digital + social strategy for 70+ agents in the Westlake Region

Developed + executed multi-channel marketing plans including influencer programs + external partnerships

Managed timelines + deadlines for 5 large agent teams

Optimized the marketing processes for quicker turnaround

Designed marketing + social collateral for several agent teams using Adobe suite

Created print + digital marketing materials

### Treasury Wine Estates

Global Associate Brand Manager, 19 Crimes Wine

June 2018 - October 2019 (1 year 5 months)

Oakland, CA

Relocated to Los Angeles Oct 2019

Successfully launched 8 products in less than 2 years

Maintained double-digit sales growth through innovative product launches + creative marketing plans globally

Partnered with creative agency to grow social by 600% in 12 months

Managed relationship with Digital Team to ensure success of AR app, a feature the brand pioneered in its category

Utilized insights + data to strategize 360 marketing campaigns that drove brand awareness to increase 10 points in 1 year

Acted as a strategic lead to global + regional marketing teams

Led partnership with creative agencies on all creative content across all channels

Cross-functionally managed influencer programming

### Albertsons Companies

Assistant Brand Marketing Manager, Own Brands Portfolio

March 2016 - May 2018 (2 years 3 months)

Pleasanton, CA

Strategized + executed national marketing campaigns for an \$11B portfolio of private-label brands

Designed + implemented "New & Exclusive Campaign"

Spearheaded strategy for digital offers on loyalty platforms

Executed a variety of ad hoc projects due to a lean team

Creative director on all marketing campaign collateral + digital assets

Led brand team in the production of a national commercial spot for O Organics from pre-production to air

### Hungry Girl, Inc.

Innovation & Creative Content Producer, Photographer, Food Stylist

July 2009 - January 2016 (6 years 7 months)

Los Angeles, CA

Led recipe development + content creation for 9 New York Times bestselling cookbooks

Assisted in the development, design + go-to-market strategy for product + book launches

Creative director for all external shoots

Managed test kitchen + all incoming products for review

Built the in-house photography studio

Styled + photographed all recipe + product photos

Led cross-functional teams through the production live of recorded TV segments

One of three who led all in-house nutritional calculations on all recipes produced

Fact checked all digital and print assets

## Cox Media

### Production Intern

January 2009 - May 2009 (5 months)

Greater San Diego Area

- Assisted in production of 10+ local commercials.
  - o Distributed and edited schedules and scripts to crew.
  - o Served as Assistant Camera Operator.
  - o Set up lighting.
  - o Assistant editor using Final Cut Pro.
- Voice over talent.

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## Education

San Diego State University-California State University

Bachelor of Arts (B.A.), Communication and Media Studies · (2007 - 2009)

Las Positas College

· (2005 - 2007)