

## Contact

[www.linkedin.com/in/estherrobinsunabrams](https://www.linkedin.com/in/estherrobinsunabrams) (LinkedIn)

## Top Skills

Social Networking  
Event Planning  
Facebook

## Languages

English

## Certifications

Communicating with Empathy  
Building Relationships While Working from Home  
Project Management: Choosing the Right Online Tool  
Project Management Simplified  
Leading Virtual Meetings

# Esther Robinsun-Abrams

Experiential Production and Strategy  
United States

## Summary

Experienced creative event and marketing manager with a demonstrated history of working across entertainment industries. Passionate, detail-oriented and organized people person with a World Arts and Cultures BA from University of California, Los Angeles.

## Experience

### Freelance

Experiential Producer & Consultant  
August 2021 - Present (3 years 7 months)

Consulting & experiential production for clients including: Spotify, Netflix, BuzzFeed, Under Armour, LVMH, MetaMask, Warner, NFT.NYC, ETHDenver, Avalanche, Nike and more.

### Meta

2 years 6 months

Program Manager, We The Culture & Dale Tú  
February 2022 - September 2023 (1 year 8 months)  
New York City Metropolitan Area

Project Manager, Community Lab  
April 2021 - March 2022 (1 year)  
New York City Metropolitan Area

Guayaki Sustainable Rainforest Products, Inc.  
Creative Marketing & Artist Partnerships  
May 2019 - February 2022 (2 years 10 months)  
Greater Los Angeles Area

Expand cultural reach to new markets through events, targeted outreach and digital marketing content.

Artist Partnerships: Kehlani, Cuco, Kenny Beats, Rico Nasty, Young Kio + more

Events: The Hundreds Family Style Food Festival 2019 + 2021 (Los Angeles),  
Us Kids Sundance Premiere Party (Park City), Babes Only All Star Weekend  
Brunch (Chicago), Rexx Life Raj Album Release Party (Oakland)

### Uncover Park City

Logistics Producer

October 2020 - December 2020 (3 months)

Park City, Utah, United States

Create and execute production strategies for Tony Hsieh's latest innovative  
arts and culture venture in Park City, UT.

### IHEARTCOMIX

2 years 2 months

Manager, Agency Projects & Accounts

May 2020 - November 2020 (7 months)

### Executive Assistant

October 2018 - May 2020 (1 year 8 months)

Greater Los Angeles Area

Coordinate and implement creative marketing strategies; manage freelance  
teams; generate and manage end-to-end client relations including Disney,  
TikTok, Amazon Studios, Beats By Dre + more.

### WeTransfer

Marketing And Public Relations Assistant

February 2018 - September 2018 (8 months)

Greater Los Angeles Area

Create action points and collecting resources for WeTransfer's IntoAction that  
equated to a click through rate of 2.7%, 34K downloads in the span of 2 weeks

Serve as PR to secure partners to support WeTransfer's Against Gun Violence  
project to showcase how creatives illustrate America's gun violence issue

### Dash Radio

Producer / Host / DJ

September 2016 - August 2017 (1 year)

Hollywood

Book and interview guests with co-host Theo Martins including Kari Faux, IDK,  
Jay Prince, starRo and more.

## UCLA Radio

Hip Hop Genre Coordinator and Resident DJ / Radio Host

October 2014 - September 2016 (2 years)

Greater Los Angeles Area

Booked and interviewed guests including Snoh Aalegra, Andre Power (Soulection), Duckwrth and many more.

## Ankh Marketing

Marketing Assistant

July 2013 - September 2014 (1 year 3 months)

San Francisco Bay Area

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## Education

University of California, Los Angeles

Bachelor of Arts - BA, World Arts and Culture, Music Industry · (2014 - 2018)