

Salli Squitieri

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SUMMARY

(Artist Development, Event Producer, Management, Bookings & Promotion)

Creative professional with extensive project, and live event experience from concept to development. Talents & Skills include Programming, Artist Relations, Audience Relations & Development, Sponsorship, Press & Marketing, Contract Negotiations. Have worked with nationally & internationally renowned talent, venues and festivals.

SKILLS

- Organized and detailed
 - Personable and approachable
 - Excellent Customer Service
 - Promotion Management (Artist, Tour, Admin etc)
 - Bookings
 - Facebook Page Admin
 - All Social Media
 - Basic Wix.com Web Development
 - CRM Programs/Email servers
 - Social Media Networking
 - Proficient PC User
 - MS Word
 - Some Basic PowerPoint
 - Content Development & Press Releases
 - Event Production
 - Radio and TV outreach & Interviews
 - Wevideo
 - Sponsorship procurement
 - Emcee, Host, Interviewer
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EXPERIENCE

Event Producer, Creative Development, Promotion

Kraine Theater — New York, NY

Founder & Producer of the Caribbean Nights Music Series (Development of a new forum enabling Caribbean Voices & Music to be heard). Responsibilities included: Curation & Screening of Artists, Wrote/Created Artist Handbook, Staffing & Management of Event Staff & Volunteers, Box Office Management, Ticketing Set up, Audience Outreach, Press Relations, Grant Writing & Applications, Sponsorship Relations, Community Outreach and Radio /Podcast Streaming.

Artist Development, Management, Bookings

Salli Squitieri's Productions — NY, NY

Freelance Event Producer & Artist Manager. Working in the areas of Artist Development, Special Events, Bookings & Promotion, Licensing, Publishing, Sponsorship, Contract Negotiations and Drafting, Consulting, Management, Royalty Recovery and Recording Projects for Blues and also Caribbean Artists (Soca, Reggae, Calypso, Dance Hall), Hip Hop) Working with Bluesman Sam Lay, Multi-platinum recording artist Kevin Lyttle, etc. Both up and coming and celebrity artists. Have worked with a long list of performers.

Administrator, Consultant, Project Development

Tarakon Records — Miami, FL

Responsibilities included Royalty Recovery, Licensing & Registration of Music Publishing, Research, Tour/Event Sponsorship, Production of Music Events, Administration Support, Promotion & Communications, Community Outreach, Contract Drafting & Reviewing, Artist Management, Appearance Bookings and Creative Development

Founder

Independent — New York, New York

Founder of Salli Squitieri's Productions & Caribbean Nights Series International Safe Sex Campaign that One Condoms/Global Protection has partnered with. Procured 14 Performing Artists, Venues and Theater Ambassadors to take the campaign near and far. With hand off of custom branded condom tins and quantities of special art designed packaged individual condoms to ministry of health in SVG, national theaters, concerts, special events, parades and more. Spreading the word Have Fun, Be Safe, Be Protected and initiating conversation via music and art.

Administrative Staff

Horse Trade Theater Group/FRIGID New York — New York, NY

Responsible for daily operation of two theatres, a liaison for renters, handled any technical issues pre-show/post show for renters, Manage Box office operations, Publicity Tracking, Press & Sponsorship outreach, Grant Applications, House Management, Website Updates, Theatre Porter, and Research projects.

Special Events Coordinator

Rising Sun Performance Company — NY, NY

Responsibilities included Event Sponsorship & Donations, Community Outreach, Box Office, and Press Outreach

House Manager

FRIGID FESTIVAL NY — NY, NY

Managed two venues for national theatre festival, which consisted of 150 Performances in 3 weeks. Was Liaison for Box Office, Theatre Techs, Volunteers & Individual shows. Managed Box Office, Ticket Sales, Sales Reports, Audience Incidents, Audience load in & out, and general theatre maintenance.

Sole Proprietor

The Frog and the Hummingbird Café & Butterfield's Roadhouse — Sopchoppy, FL

Founded, Developed and Curated all aspects of this cafe, local artisan market & live music venue. Coordinated all live events, audience relations, community outreach, ticketing, bookings and tech support. Created Food & Beverage menu, managed staff, musicians, and local artisan relations, promotions and press, community partnerships and sponsorship.

Co-founder, President, Executive Director

The Paul Butterfield Fund and Society (PBFS) — NY/FL

Handled all aspects of the founding and development of PBFS- An Arts Service Organization and Preservation Society. Managed the Programming Development, Special Events, Awards, Partnerships, Membership, Sponsorship and Outreach.

Estate Manager

Paul Butterfield Estate — National/, International

Worked directly with Heirs to estate to manage multiple affairs. Including Royalty Recovery, Research, Contract Review & Drafting and Special Projects

Project Producer/Coordinator & Advertising Sales Rep

Fine Arts Magazine — NY/FL

Designed and developed Limited Special Edition to represent artists and the arts for the 150 mile region of Miami Dade. Responsibilities included Community outreach, Radio and TV interviews, Content Development, Press, Artist screenings, Guest editor, Writer/Author and Advertising Sales.

Sole Proprietor

The Calabash Gallery & Cultural Center & Roots shop — New Hope , PA

Proprietor handling Special Events, Purchasing, Community Partnerships, Sales, Customer Service, Displays, Fundraising, Press, Radio and TV, educational experiences, etc

EDUCATION AND TRAINING

- Princeton High School (Accelerated Graduation)
- Mercer County Community College—Art & Psychology
- Dance with Z'eva Cohen At Princeton University
- Free University of British Columbia
- Santa Cruz Platonic Herbal Academy
- Conservatory Studies with Princeton School of Ballet, Aparri School of Dance and Synergy Dance Center

ACTIVITIES AND HONORS

Professional Accomplishments

- Worked in conjunction with the Mayor of Princeton, NJ to develop and implement the inaugural Earth Day Events for the town & campus
- Led Development, Outreach and Programming for International Cultural Center, acting as liaison with the Government Ministries (including executive branch) of St. Vincent, West Indies and US based International Corporations
- Awarded Land Grant for International Cultural Exchange Program from Prime Minister of St. Vincent, West Indies
- Award of Recognition from the Paul Butterfield Fund and Society
- Letter of Business Appreciation from the Wakulla County Sheriff's Department
- People's Choice, Business Excellence and Chamber of Commerce Award for establishment of the music and art venue and café-The Frog and The Hummingbird Co. & Butterfield's Roadhouse
- Blues Hall Of Fame Ambassador
- Endorsed by Counsel General of SVG Permanent Mission

Served as a Board member for the following organizations:

- Mechanic St. Merchant Association. New Hope, PA (Secretary, Development & Special Events)
- Paul Butterfield Fund & Society (Executive Director/Vice-President)
- Rising Sun Performance Company (Advisory Member)
- Boys & Girls Club of Key West, Key West, FL (Secretary, Development & Special Events)