

## Graham Wells

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### Profile:

Entrepreneurial self-starter & highly collaborative team player with 3 years of professional experience in events ideation, operations and production, social media marketing, and sales. I have successfully organized, produced, and grown social media followers, as well as streamlined run-of-show processes, to achieve success in the events and productions I have worked on.

### Work Experience:

**Norms Popup, NYC + Noun Agency** (October 2025 to Jan 2026) project-based

Lead Brand Manager for popup retail store in Soho, NYC. I ran the pop-up retail experience, liaised with influencers, VIPs, and partners, programmed and coordinated events during the duration of popup.

**Flux** | Aug 2024 - Aug 2025 | Events Operations coordinator | Los Angeles, New York, Miami

Oversaw end-to-end event operations, from concept development and budget management to execution and post-event wrap-up. Coordinated with venues, vendors, and clients to align logistics, ensure seamless operations, and deliver on client expectations. Developed and executed creative event ideas within budget constraints, balancing innovation with financial responsibility. Supervised supporting videographers and photographers, providing direction to ensure brand-consistent content. Contributed to social media strategy through content ideation, creation, and coordination with the marketing team.

### Recent Projects:

- *Hammer Museum Flux Screening* (August 2025)
- *Together* popup with Alison Brie and Dave Franco (NEON, August 2025)
- *The Seat* for F1 Miami (WhatsApp, Mercedes-AMG May 2025)
- *OK Go premieres* in LA & NY (OK Go, April 2025)
- *Hell of a Summer* immersive influencer camp event (NEON, March 2025)
- *The Monkey* L.A. premiere, influencer event and merch popup events (NEON, Feb. 2025)
- *Presence* influencer event (NEON, January 2025)
- Flux Festival (November 2024)
- Little Beach House Malibu Halloween (Soho House, October 2024)

**Amazon Culver Theater** | May 2024 - Aug 2024 | Los Angeles, CA

Assisted in event production for the venue, handling setup and striking of events for various film and television premieres. Assisted event production teams to ensure smooth execution, adapting quickly to changing needs and last-minute requests. Maintained a high level of attention to detail, completing tasks efficiently and on time in a fast-paced environment. Provided professional customer service to guests, ensuring a welcoming and organized event experience.

**Graham's Yard Sales** | May 2022 - March 2025 | Los Angeles, CA

Started my own vintage/pre-owned clothing sale business in my front yard in Los Angeles. Designed branded merchandise (embroidered trucker hat) that sold out within a week of release. Hosted four events in Los Angeles and four in Oregon, and used social media to create promotional content for all of the events. Selected and managed additional sellers in Los Angeles to increase offerings.

**Boosta Inc** | May 2022 - August 2022 | Social Media & Marketing Intern | Los Angeles, CA

Managed and curated content for Boosta's social media pages, significantly increasing engagement and followership. Assisted in developing and implementing marketing strategies to promote Boosta's sports training services, resulting in increased brand awareness and customer acquisition. Collaborated with the coaching team to create compelling video content optimized for various digital platforms. Conducted market research and competitor analysis to identify opportunities for growth and improvement.

### Software Skills:

Mac & Google Suite | Microsoft Office | Adept Social Media User - Instagram, TikTok, Snapchat

### Education:

Willamette University, BA Communications and Media

References upon request