

AMABILE DYER

Experiential Event Marketing Producer | Installation Artist

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www.amabiledyer.com

PROFILE

- A MISSION ACCOMPLISHER!!!
- Dynamic and passionate individual with 20+ years professional experience
- Expertise lies in Production and Execution of large scale events, experiential marketing, pop-up shops, fashion shows, photoshoots and any non-traditional advertising initiatives
- Ability to balance management and execution of tactical functions (ROS, budgets, sourcing, talent, crew) and creative talents (prop shopping, styling, painting, sewing)

PROFESSIONAL EXPERIENCE

Freelance Experiential Event Marketing Producer, Installation Artist, Visual Merchandiser

September 2011-Present

- Executive Producer, Nescafe Dolce Gusto Roadshow 2017
- Executive Producer, Gates Foundation Teacher2Teacher Tour 2015
- Executive Producer, Levi's 501 Documentary & S16 Elevated Collection Launch 2015
- Executive Producer, Naim Audio Muso Product Launch Noho NYC 2015
- Executive Producer, Bentley Studios Soho NYC 2015
- Creative Director, Gracious Home/Elle Decor Windows 2014
- Creative Director, Harkiss Designs 2014
- Installation Artist, Levi's Commuter Mobile Bike Shop 2013
- Installation artist, Levi's Vintage Clothing 501 timeline 2013
- Producer, stylist, Levi's Vintage Clothing product launch 2012
- Producer, stylist, Pedal Savvy Bicycle Fashion Show 2012, 2013
- Visual Merchandiser, Huckleberry Bicycles 2012-2014
- Installation Artist, Levi's/Justin Lowe Art Project 2011
- Clients include Gates Foundation, Nescafe, Naim Audio, Bentley Motors, Levi's, Levi's Vintage Clothing, Levi's Made & Crafted, Dockers, Got Milk, Nike, Huckleberry Bicycles, Brooks England, Imprint Projects, SF Bicycle Expo, SRC Style, Harkiss Designs, Gracious Homes

Global Visual Producer of Special Marketing Projects

Levi Strauss & Co. Dockers Brand

September 2010-April 2014

- Conceptualized, produced and executed all Special Marketing Events & Visual Initiatives
- Managed 8000 square foot showroom and all activities therein
- Collaborated with agencies, design and global merchandising teams to ensure their visions were met to the highest standard
- Traveled globally to company showrooms and foreign markets for special projects and installations
- Coordinated budgets, timelines and talent to complete projects flawlessly and under deadline

National Sales and Visual Director

Nikita Clothing USA, Inc

December 2005-October 2009

- Managed national sales team, internal office staff, and 500+ account base
- First Sales Manager to surpass a million dollars in annual sales
- Conceptualized and executed visual merchandising plans for national accounts
- Planned and hosted bi-yearly sales meetings and all aspects of trade shows
- Traveled extensively to nationwide accounts, tradeshow, and Europe
- Directed design and build of US office and showroom, pop-up shops and sample sales
- Forecasted sales goals, prepared end of season reports for all territories in the US

Senior Buyer, Visual Merchandise Manager

The Powder Room, Threds and Sleds, Liberty Boards

January 2002-March 2005

- Developed assortment of product for all categories, softgoods, hardgoods, and accessories
- Merchandised product to influence sales successfully
- Shopped the market at ASR, Magic, Surf Expo, SIA and various regional trade shows
- Managed staff, hiring, payroll, projects and scheduling
- Developed positive and lasting vendor and customer relations
- Directed store design and execution
- Organized fashion shows and various events for store marketing

Senior Manager, Visual Merchandise Manager, Store Designer

XGames Retail

Philadelphia, PA Aspen, Colorado San Antonio, TX and Los Angeles, California

August 2002-March 2005

- Traveled twice a year to various locations across the country to build and manage up to a 10K square foot temporary retail location
- Planned and booked product and fixture selection
- Directed on site set up, visual merchandising, POP, staff and sales of up to \$500K
- Organized on site promotional tools such as athlete signings, commercials for event site viewing and ice cream trucks!

COMPUTER SKILLS

- Microsoft Office
- Adobe CS (Illustrator, Photoshop, InDesign)

EDUCATION

Visual and Graphic Arts

Anne Arundel Community College

Arnold, Maryland

Humanities

College of the Canyons

Valencia, California