



# Adriel Ortiz

📍 New York, NY 📞 917-391-8218 ✉️ Adrielortiz@gmail.com 🌐 Adrielortiz.com [in](#) AdrielOrtiz

## SKILLS

- Executive Event Production & B2B Leadership
- Experiential Marketing Campaigns & Brand Activations
- Production Scheduling & Run-of-Show Management
- Vendor & Freelance Resource Negotiation
- Budget Development, Forecasting & P&L Oversight
- Technical Production: Staging, Lighting, Sound, Scenic Design
- Event Design, Layout & Guest Flow Strategy
- Permitting & Compliance (TPA, Fire, Safety, Health, Noise)
- Creative Development, Client Presentations & Storytelling
- Cross-Functional Team Leadership, Training & Coaching
- Risk Mitigation, Problem-Solving & Innovative Solutions
- Project Management Tools: Monday.com, Asana, Smartsheet, Trello, Slack
- Finance & Budgeting Tools: Advanced Excel & Google Sheet

## PROFESSIONAL SUMMARY

- Freelance Executive Event Producer with 15+ years producing large-scale B2B and experiential activations for global brands, artists, and venues. Expert in event production leadership, technical direction, client communications, and cross-functional team management. Proven ability to deliver multi-million-dollar events from conception to execution, overseeing staging, lighting, sound, scenic, permits, budgets, and run-of-show. Adept at leading diverse teams, developing innovative production solutions, and ensuring flawless execution in high-pressure environments.

## PROJECT MANAGER

- **Mozar Group**  
May 2025 - Present | New York, NY
  - Oversee multimillion-dollar subcontract projects for clients including Ralph Lauren, Mount Sinai, Scholastic, Archstone Builders, American Eagle, and Benchmark Builders.
  - Liaise between executives, architects, engineers, and trades to align on scope, design, and timelines.
  - Manage procurement, labor, and vendor relationships, ensuring compliance with NYC DOB and safety protocols.

## FREELANCE EXECUTIVE PRODUCER / EVENT PRODUCTION LEAD / PROJECT MANAGER

- **Keep In Touch NYC | Alife Sessions | Paulus Music | eOne | Black Scale | The Hundreds | Pro-Keds | Happy Munkey**  
2008 - Present | New York, NY & International
  - Produced 100+ large-scale events, product launches, and activations with budgets ranging \$50K-\$2M+, consistently delivered under budget and ahead of schedule.
  - Directed full event lifecycle: concept development, creative ideation, technical layouts, production timelines, staffing, rehearsals, and client walk-throughs.
  - Led technical production including scenic builds, AV, sound design, lighting, staging, and floor plans.
  - Managed permitting processes (special event, TPA, fire, safety, noise) across multiple jurisdictions.
  - Supervised teams of 20-50+ staff including stage managers, production crews, and freelancers.
  - Served as primary client contact, managing communications, scope adjustments, and on-site execution for Fortune 500 brands, lifestyle campaigns, and music industry activations.
  - Partnered with agencies and venues to deliver B2B conferences, fashion shows, branded pop-ups, and live performances across NYC, Miami, Tokyo, Manila, Hong Kong, and more.

**GENERAL  
MANAGER / EVENT  
DIRECTOR  
(MULTIPLE  
VENUES)**

**Schimanski | The DL & The Delancey | Hotel Chantelle | Le Baron | W.I.P.  
|Greenhouse NYC | Santos Party Haus | The Vynyl | Ken & Cook | Blue Midtown**

2008 - 2022 | New York, NY & International

- Oversaw operations and production for high-volume nightlife and event venues (400-1000+ capacity).
- Directed live show logistics, guest flow, safety compliance, and floor operations.
- Managed full event budgets, vendor contracts, and labor costs.
- Supervised multi-disciplinary teams (bartenders, servers, promoters, AV crews, and security).
- Produced branded activations and live concerts with artists including Action Bronson, Jim Jones, Jadakiss, Fivio Foreign, Tokischa, and others.

**STRATEGIC  
MARKETING &  
PARTNERSHIPS  
LEAD**

**Lafayette NYC | Privilege New York**

2013 - 2022 | New York, NY & International

- Launched NYC flagship store and scaled operations, driving revenue growth from \$2M to \$7M in 3 years.
- Directed brand marketing strategy including social, in-store visuals, e-comm, and activations.
- Managed influencer gifting, community engagement, and exclusive drop campaigns—resulting in multiple sold-out launches.
- Negotiated sponsorships and brand integrations with G-Shock, Belaire Rosé, FILA, Johnny Nuñez, Jadakiss, Harry Fraud, Halal Bros., and various others.
- Led TikTok and IG content strategy that consistently grew engagement and retail foot traffic by 25%+.

**ARTIST  
MANAGER &  
CREATIVE  
PRODUCER**

**Action Bronson**

2008 - 2011 | New York, NY & International

- Defined artist strategy, content voice, and early marketing campaigns that resulted in major label signing.
- Built grassroots momentum through creative storytelling, influencer outreach, merch launches, and mixtape release tours.

**NOTABLE  
PROJECTS**

- **International Events:** Directed branded nightlife activations at Art Basel Miami, Tokyo, Yokohama, Manila, Hong Kong, Complexcon, Project, & Agenda
- **Brand Campaigns:**
  - Produced experiential events and partnerships for, Belaire Rosé, FILA, & Halal Bros.
  - G-Shock x Lafayette Activation: cross-platform campaign bridging retail, fashion partnerships, influencer content, and experiential moments.
  - Tokischa Merchandise / Rollout Strategy: Full e-comm plan via Shopify/Klaviyo with creative content, audience segmentation, and brand positioning.
- **Music Industry:**
  - Fivio Foreign “Big Drip” Campaign: Cultural & nightlife seeding strategy + influencer / DJ networks → major label traction.
  - Alife Sessions Events: Programmed live pop-ups & artist collaborations that elevated brand visibility, community engagement, and social reach.
- **Operational Leadership:** Managed multi-venue event calendars with 50+ events annually, increasing revenue through innovative programming and sponsor partnerships

**PRESS &  
FEATURES**

- The Index LA - “Christelle De Castro: TURNT”
- New York Magazine - “Everything You Need to Know About Dancing in New York City”

**EDUCATION**

- Associate Degree, Graphic Design / Media Studies - Queensborough Community College
- Google-Certified Digital Marketing Professional