Germaine Baxter

Director of Events & Production | Event Planning, Trade Shows, AV & Technical Direction, Experiential Marketing
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PROFESSIONAL SUMMARY

Event and production leader with 15+ years planning, producing and marketing corporate events, trade shows, conferences, festivals, brand activations and live productions. Owns the full lifecycle: venue sourcing, contracts, budgets up to $500K+, run of show, AV and technical direction, on-site execution and reconciliation. Plans 25–50 in-person and hybrid events a year for under 100 to 1,000+ guests, manages 80+ brand activations annually and supervises managers, leads, technicians and event staff. Technical Director for NFT.NYC 2023 at the Javits Center (4,000+ attendees, 6+ stages); production and stage manager for a 5,000-capacity music festival; five years running a title sponsor's trade show program at Customer Contact Week. Calls shows and manages VIPs and speakers. Grew a spirits brand's profitability 400% in 18 months, contributing to its acquisition by Lucas Bols; work includes Laivly, Virgin Hotels and Macy's.

CORE COMPETENCIES

Event Planning & Management | Event Production & Technical Direction | Trade Shows & Conferences | Festival & Stage Management | Experiential & Brand Marketing | Venue Sourcing & Contract Negotiation | Budget Management & Forecasting | Run of Show & Show Calling | AV, Lighting, LED Video & Staging | Vendor & Crew Management | VIP & Speaker Management | Spirits Sales & Distributor Relations | Social Media, Web & Digital Marketing | Permits, Safety Plans & Regulatory Compliance

PROFESSIONAL EXPERIENCE

Experiential Management LLC — Owner & Principal Consultant
Brooklyn, NY | 2014 – Present

- Plan and produce corporate events, trade shows, conferences, product launches and brand activations, in person and hybrid, from venue sourcing through closeout.
- Build budgets and forecasts up to $500K+; negotiate venue, hotel, catering and vendor contracts; audit invoices and deliver post-event reconciliation and recaps.
- Write run-of-show documents, production timelines and venue and vendor specifications (AV, staging, power and catering); serve as the single point of contact for the client, venue and vendors.
- Manage 80+ brand activations a year, on and off premises; supervise managers, crew leads, technicians and event staff; provide furniture, staging and event rentals, AV production and installations, and set the rate card, SOPs and checklists.

DJ's Unlimited / Hart to Hart Events — Event & Production Manager
Farmingdale, NY | 2018 – Present

- Plan and produce 50+ events a year for under 100 to 1,000+ guests: corporate events, galas, weddings, bar/bat mitzvahs and brand jobs including the annual Macy's 34th Street holiday window reveal and work for Virgin Hotels.
- Built the company's lighting and LED video capability so it could take on full productions alongside its DJ and decor business; design, program and run sound, intelligent lighting, LED video walls, light-up dance floors and illuminated furniture.
- Serve as the client's single point of contact and technical escalation point; manage staffing, scheduling, load-in and load-out and the run of show with crews of 11 to 25 on the larger jobs; hire, train and supervise leads, technicians and event staff.

London Group (Nuvo L'Spirit of Paris) — Brand & Sales Manager
New York, NY | 2015 – 2023

- Grew profitability 400% in 18 months, contributing directly to the brand's acquisition by Lucas Bols.
- Planned and booked on- and off-premises brand events and sampling activations; owned budgets and margins; marketed the brand to Black and Latino audiences.
- Managed distributor, key-account and event-partner relationships; built and led a team of brand ambassadors; kept every campaign within Alcoholic Beverage Control (ABC) rules.

Upsilon Ventures (Citi Pond at Bryant Park) — Social Media & Event Marketing Director
New York, NY | 2011 – 2014

- Point person for private and corporate events at a free public rink with 307,042 skaters a season and 4.08 million park visitors, and at Celsius, its 500-capacity rinkside restaurant and event space: walkthroughs, caterers, AV, decor and rental load-ins, all run alongside public skating; stayed on through the change to Bank of America Winter Village.
- Redesigned and ran the Citi Pond, Celsius and Holiday Shops websites, social media and email promotion: 18.4 million page views across the three sites in one season, 1.1 million distinct viewers of the live rink webcam and social media impressions grown from 28M to 80M+ with no budget increase.

Earlier Experience (2000 – 2009)

- **Solco Plumbing Supply — Marketing & Events Manager (2007 – 2009):** managed an $800K marketing budget and 60+ vendor co-op plans.
- **D Up Entertainment — Booking Agent (2005 – 2007):** negotiated artist appearance and performance contracts.
- **GMR Marketing (Sony/Intel) — Senior Field Coordinator (2005 – 2006):** ran event setup, staffing and recaps.
- **Lyonheart Marketing & Promotions — Events Director (2000 – 2005):** led site selection, staffing, concert production and budgets.

SELECTED EVENTS & PRODUCTIONS

- **NFT.NYC 2023, Jacob K. Javits Center — Technical Director (April 12–14, 2023):** ran technical production for a 4,000+ attendee, three-day conference and trade show across the show floor and 6+ stages and session rooms (staging, AV, video, lighting, power), with AV vendors and the house crew inside the Javits union labor plan and speaker and VIP cueing on stage; every session started on time.
- **Laivly at Customer Contact Week, Las Vegas and Florida — Production Manager, Trade Shows (2022 – 2026):** ran the title sponsor's booth program across 5 to 10 shows in five years: 20x30 booth design, build and shipping, demo hardware setup so the platform ran live on the floor, staffing and the lead capture and handoff to sales after each show.
- **Touch Grass Music Festival 2026, Orlando Amphitheater at Central Florida Fairgrounds — Production Manager & Stage Manager (October 3, 2026):** advanced and ran two stages and a VIP Lounge for 2,500–5,000 attendees with a crew of 10 to 25 and PARTYNEXTDOOR headlining; called the show and held set times on both stages; programmed the lighting on ChamSys MagicQ and ran the Resolume Arena show on the LED walls; headliner up on time and asked back by the organizers.
- **Scrambul Runway Challenge, Enterprise Park at Calverton, NY — Founder & Producer, Scrambul Inc. (2021 and 2023):** built a two-day street-car drag and rolling-race event on a 10,000-foot former Grumman runway from the ground up: race classes, rules, ticketing, sponsors and waivers; took the special event permit through the Riverhead Town Board and the safety plan through the police chief and fire marshal (fire district ambulances, traffic plan, 20 security staff, $1M–$5M insurance); ran the tracks, staging, timing, barriers, jumbotron and vendors on show day and fielded resident questions and complaints; first edition sold out with no injuries.
- **Macy's 34th Street Flagship — AV Installation Lead:** planned and installed integrated sound, lighting and video for the store's annual holiday window reveal, working directly with Macy's executives.

TECHNICAL SKILLS

- **Lighting:** lighting plots, ChamSys MagicQ programming, MagicVis and Easy View previsualization, Art-Net/sACN and DMX
- **Video:** LED video walls (NovaStar VX4S/VX1000 and COEX processors), Roland V-60HD and Blackmagic ATEM switching, Resolume Arena live visuals
- **AV & staging:** sound, staging, tents and temporary structures, AV integration installs

EDUCATION & CERTIFICATIONS

- B.A., Media & Communications — SUNY College at Old Westbury
- Certificate in Project Management — Queens College Professional & Continuing Studies
- CompTIA A+ and Network+ — Per Scholas

TOOLS

Microsoft Word, Excel, Outlook and Teams | Zoom | HubSpot | Eventbrite | Splash | Social Tables | AllSeated | Canva | Adobe Photoshop and Premiere Pro | SketchUp and AutoCAD (basic) | Vectorworks (learning) | Valid driver's license