

Emily Rasch

Brand & Experiential Marketing | Social Media & Content | Event Operations

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PROFESSIONAL SUMMARY

As a brand experiences leader with over a decade of experience, I create experience-led marketing strategies that connect people to brands through live events, content, and social storytelling. I've led multi-million-dollar galas, executive summits, immersive brand activations, international programs, and large-scale community experiences across industries including travel, hospitality, media, nonprofit, and consumer brands. I specialize in full-cycle ownership — concept and creative direction, production, vendor and agency management, budgeting, contracts, and cross-functional team leadership — while extending experiences through short-form social content and long-form storytelling. Known for balancing creative vision with operational rigor, I deliver experiences that build brand affinity, strengthen relationships, and drive measurable impact.

AREAS OF EXPERTISE

- Creative Direction & Campaign Strategy
- Brand Development
- Salesforce & CRM Integration
- Budgeting, Procurement & Contract Negotiation
- Storytelling & Production
- Risk Management
- Team Leadership, Coaching & Cross-Functional Collaboration
- Adobe Creative Suite
- Vendor & Stakeholder Relations
- Production Workflow Optimization
- Logistics & Scheduling
- Experiential Marketing

PROFESSIONAL EXPERIENCE

Marketing & Experiences Manager | April 2025 – Dec 2025

NewGround International, REMOTE: St. Louis, MO (HQ) / Orlando, FL

Oversee the launch and leadership of NewGround's Experiences vertical, managing strategy, production, and execution of high-profile events and client activations that elevate brand presence and drive business growth.

- Spearhead the launch of NewGround's new "Experiences" vertical, overseeing internal events, external client activations, discovery sessions, and high-touch VIP engagements to drive business growth and deepen client relationships.
- Lead end-to-end strategy, production, and logistics for flagship experiences, including the 2025 Headquarters Grand Opening (three-day celebration featuring ribbon cutting, vendor showcases, VIP client receptions, and sponsorship of the Forest Park Balloon Glow as Main Stage sponsor) and Discovery Sessions (Paid services highlighting a two-day Chicago office visit for clients to brainstorm ideas for their project with the NG team).
- Partner cross-functionally with business development, creative, and executive leadership to align experience strategy with brand goals, ensuring measurable ROI and long-term client impact.
- Manage budgets, vendor negotiations, and partner relationships to deliver cost-effective, high-quality experiences that elevate NewGround's positioning in the financial services market.
- Produce custom brand storytelling assets (documentary films, sizzle reels, curated gift boxes, and immersive content) to enhance client engagement and extend the impact of live experiences.

Global Event Manager (CONTRACT) | August 2024 – December 2024

Endeavor Global, New York City, NY

Led end-to-end production and logistics for high-profile events, including the 2024 Endeavor Global Gala, which raised over \$1.2 million and successfully launched the "un-gala" concept, offering a more unconventional experience for entrepreneurs.

- Collaborated with cross-functional teams, including production companies, staffing, entrepreneurs, and catering, to ensure seamless coordination and execution of events.
- Facilitated weekly production calls with key stakeholders, ensuring alignment and smooth execution of event details.
- Managed event budgets, ensuring efficient resource allocation and cost savings while maintaining high-quality standards.
- Communicated with entrepreneurs seeking to showcase their products through live activations or product giveaways, ensuring their needs were met and their experiences were impactful.

Creative Director (CONTRACT) | March 2022 – May 2024

Blueprint NYC Creative Agency, Remote, New York City, NY

Led end-to-end client communication and project management for high-profile corporate events for clients such as Pfizer, KLM Airlines, and Nurtec, ensuring on-time delivery and adherence to budget constraints.

- Collaborated with cross-functional teams, including vendors, sponsors, and internal stakeholders, to ensure seamless coordination and execution of events, leading to a 15% improvement in overall event efficiency.
- Utilized strong project management skills to coordinate logistics for large-scale conferences, ensuring seamless execution and on-time delivery of key milestones.
- Managed event budgets ranging from \$20,000 to \$450,000, consistently delivering events under budget and maximizing cost savings by negotiating vendor contracts.
- Coordinated travel logistics for corporate events, including booking flights, accommodations, and ground transportation for up to 800 attendees, ensuring seamless and efficient travel experiences.

Operations Manager | October 2022 – April 2024

The Travel Corporation - Contiki Holidays, Trafalgar, Insight Vacations, Remote, Cypress, CA

Managed all tour operations for both US and Canada teams, overseeing logistics, vendor relationships, and traveler safety, and contracting for cross country coach tours.

- Conducted site inspections, coordinated logistics for transportation, accommodations, and meals, and maintained detailed trip documentation to ensure smooth and efficient tour operations.
- Organized all hiring, regular performance reviews, and training for trip managers, fostering professional development and enhancing team scoring metrics by 22% in 18 months bringing our team to #1 globally in just one year.
- Implemented emergency response protocols and resolved logistical challenges during tours, ensuring the safety and well-being of all tour members, document incidents and communicate with law enforcement or family as necessary.
- Managed tour budgets, tracked expenses, approved payroll, vendor payouts, and reconciled financial records, leading to improved budget accuracy and financial accountability for the entire department.

Creative Producer | February 2021 – January 2022

Gray Media PHX Creative Advertising Agency, formerly Meredith Corporation, Phoenix, AZ

Produced and edited video content for a creative news agency, creating promotional materials for six major news markets including St. Louis (KMOV), Phoenix (KPHO & KTVK), Saginaw (WNEM), Atlanta (WGCL), Hartford (WFSB), and Kansas City (KCTV), leading to two regional Emmy nominations.

- Conceptualized, produced, and edited engaging video content for news marketing campaigns, incorporating innovative storytelling techniques and visual elements to captivate audiences and drive brand awareness.
- Collaborated with news producers, journalists, and marketing teams to develop video concepts that aligned with brand messaging and marketing objectives, resulting in cohesive and impactful content creation.
- Led the Outside Media Project for Sweeps, overseeing daily deliverables, edits, and cross-team collaboration to ensure seamless execution and high-quality content under tight deadlines.

NBCUniversal Page Program | November 2017 – March 2019

NBCUniversal Inc, New York City, NY

Completed the NBCUniversal, Inc. East Coast Page Program including assignments in Business, Production & Creatives.

- Assignment 3: NBC Today Show Green Room: Managed day-of production schedule including scripts, celebrity guest / talent arrivals, on-air promo hits, hair and makeup requirements, and audience services.
- Assignment 2: GOLF Channel Original Productions: Wrote, edited and copy-edited content for Golfchannel.com for both domestic and international publication. Covered PGA Tour and created highlight reels for air and socials.
- Assignment 1: Talent Acquisition Social Media & Corporate Branding: Managed @WorkatNBCU social media accounts and created content and produced teaser videos on behalf of NBCUniversal according to branding guidelines and reported analytics based on social media activity via Hootsuite

INTERNSHIP EXPERIENCE

Olympics Production Mini-Assignment, NBCUniversal, New York City, NY | 2018

Golden Globes Intern, Celebrity Stylist Michaela Erlinger, Los Angeles, CA | 2016

Events & Marketing Intern, Bollare Creative Agency - New York Fashion Week, New York City, NY | 2016

Event Promotions Intern, Vandal Entertainment, Moscow, ID | 2016

Live Events Production Intern - Kids Choice Awards, Nickelodeon, New York City, NY | 2015

EDUCATION

Certification of Event Management, London Metropolitan University, London, UK

B.A., Advertising & Digital Design, University of Idaho, Moscow, ID