

# K E N D R A   V A R N A D O

[kendravarnado.com](http://kendravarnado.com)

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New York based Producer and Project Manager with 8+ years of experience in managing large scale fashion productions, fashion films, experiential activations, and over-seeing multi-million dollar budgets. Hands-on in optimizing resources and production flow with keeping a close eye on the bottom line to ensure effective execution and client satisfaction

## EXPERIENCE

OSCARS RED CARPET | JOE LEWIS PRODUCTIONS production | freelance (2023 - 2024)

- Arrivals & Red Carpet Talent Logistics

SUPER BOWL HALFTIME SHOW | DPS PRODUCTIONS | NFL senior project mgr. | freelance (2023 - 2024)

- Halftime Show Artist/Dancer Production & Logistics (Rehearsals & Greenrooms) | Rihanna | Usher

BEYONCÉ | RENAISSANCE LONDON FILM PREMIERE | EYESIGHT LUXURY producer | freelance (2023)

- Renaissance London Film Premiere Arrivals & Red Carpet Logistics | Beyoncé

BUREAU BETAK | NYFW | senior producer | freelance (2022 - 2023)

- Brandon Maxwell S/S 24 Show | Victoria's Secret World Tour - Talent (2023)
- Fendi Resort Show 23 Collection Space & Client Relations (2022)

PARIS FASHION WEEK S/S 23 backstage production | freelance (2022)

- Valentino | Miu Miu | Loewe | Sacai | Akris

PROJECT producer | project manager | full-time (2015-2022)

- Strong client focus with excellent interpersonal skills and ability to provide professional support and communication with "In-House" fashion teams
- Experienced in cultivating and maintaining high-end client relationships
- Coordinate and supervise talent | Model logistics; liaise with agents, negotiate, analyze and prepare contracts, subcontracts, and deal memos.
- Proficient with managing talent budgets, bookings and rehearsal | fitting schedules
- Oversee "on-site" logistics: FOH | BOH | Show-Run | Talent | Models

## SKILLS

- Execute and manage production budgets | Pre & Post show
- Team Lead | Venue Management | Event Management | Production
- Established vendor relationships for project bids and collaborations
- In Design | Adobe Suite | Microsoft Software | *Excel, Word, Power Point*

## EDUCATION

Tulane University, New Orleans LA.

BS, MSPH

## SHOW CLIENTS

Beyoncé Parkwood | Oscars Red Carpet | Rihanna SuperBowl Halftime Show | Loewe | Valentino | Fendi MET Gala Savage x Fenty | Dior | Prada | Armand De Brignac Gold Party | Chanel | Ralph Lauren | Cartier Dolce & Gabbana | Miu Miu | H&M | Khaite | MoMA | Moët & Chandon | Brandon Maxwell NYFW