LARA FOX

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WORK EXPERIENCE:
Long and short-term contract and temp positions in event management and executive administrative roles while pursuing theatrical career 2007 - Present.

Fashion Institute of Technology, New York, NY (May 2024 to Oct 2025)
Internal Events Management and Facilities Rental Assistant

- Plan and execute over 700 events per year across 40 venues as part of four-person team
- Create and update event reservations in 25 Live during 10 pre-production meetings per week to address up to five new events per client
- Recommend and select venues, assign roles for security and AV staff, describe how furniture should be set up to facilities staff, and create layout diagrams to illustrate all resources and placement.
- Provide hands-on event execution support including registering guests, managing setup/breakdown as-needed, and live troubleshooting to ensure flawless delivery
- Plan multiple events of varied disciplines which occur concurrently
- Register and escort VIP guests at high-profile events
- Create floor plan layouts in Social Tables and distribute to campus constituents
- Collaborate with campus departments of audio-visual, public safety, catering, and facilities to plan staffing
- Coordinate facility requests via Building Engines work orders
- Manage event budgets by explaining contracted vendor costs to maximize savings
- Partner with AV and Lighting teams to elevate audience engagement through thoughtful technology integration in live and hybrid events
- Maintain responsiveness outside standard hours and adapt work schedule to align with event demands.
- Resolve technical issues by liaising with IT through Cherwell platform
- Provide risk assessment and code enforcement oversight
- Spearheaded creation of comprehensive asset catalog

MoloLamken LLP, New York, NY (March 2022 - January 2023)
Executive Assistant to Attorney and Chief Administrative Officer

- Assisted CAO by screening resumes for new hire candidates
- Assisted Attorney Ben Quarmby by scheduling Zoom meetings, meal reservations, and both domestic and international travel
- Entered billable hours for attorneys
- Planned every stage of internal events including lunch meetings, happy hours, and birthday parties; ordered catering, purchased gifts, set up drink stations
- Assisted with planning off-site events
- Managed finances by entering expenses and reimbursements for staff
- Ran invoices
- Used comb binder to create books
- Assisted with office operations; ordered supplies, mailed packages, addressed building/vendor issues
- Used ProLaw, NetDocuments, Iron Mountain, Teams, Outlook, Excel

24 Seven Global Talent, New York, NY (February 2015 - Present)
Manager / Brand Ambassador for Promotional Marketing Events

- Managed 28 brand ambassadors for the mid-town section of Summer Streets 2025 in conjunction with NYDOT and Wasserman Media
- Managed VIP access to exclusive ball drop area for Times Square New Year's Eve in conjunction with New York Police Department
- Co-managed a Google Pop Up Shop for three months selling hardware and hosting special events in store; including an exclusive Solange concert, Stranger Things experience, dog photoshoot, nail salon services, hot cocoa food truck, ball pit, and giveaways
- Managed 15 brand ambassadors at 44th St Equinox for annual Cycle For Survival

do it outdoors, Throughout USA (August 2016 - April 2017)
Manager for Promotional Marketing Events

- Traveled to Savannah, GA to train and manage a local team who distributed hundreds of coupons for PetCo
- Co-managed a rotating team around midtown Manhattan for one month who distributed 1,000 coupons for Yelp Eat24 per day
- Traveled to Philadelphia, PA to train and manage a local team who handed out assorted premiums for the PA Cyber School, and used tablets to take photos
- Managed tech and heavy machinery

Big Smile Entertainment, Boston MA (October 2011 - February 2014)
Executive Administrative Assistant

- Assisted the owner of this entertainment agency to plan and book live performance events all over New England
- Organized costumes and props
- Corresponded with clients and talent
- Heavy calendering for auditions, rehearsals, and performances
- Ran errands
- Used Office for Mac and apple software, Filemaker Pro

EDUCATION/TRAINING:

- **Fitchburg State University**, B.S. in English (Theater Concentration and Music Minor) 3.9 GPA
- Event Planning Foundations
- The Event Planner's Guide: Ten Tips for Impactful Marketing
- TAIT: Creating World Class Experiences
- SAP Concur expense and reimbursement platform overview with Karen Elliott
- Project Management
- Operational Excellence Foundations
- Marketing Virtual and Hybrid Events
- Streamyard Tips For Successful Livestream Events
- Running Live Events and Webinars with Microsoft Teams

SKILLS:

- Event Tech- 25 Live, Social Tables, Storyblocks, Brown Paper Tickets, Wintix, EventBrite
- Art/Media Tech- Paint, Pexels, Canva, Weebly, Garageband, Audacity, iMovie, InShot, CapCut, Photo Editor Pro, Muck Rack
- Corporate Tech- Microsoft 365 Office Suite, Google Workspace Suite, Zoom, Slack, DocuSign, Cherwell, Building Engines, SAP Concur
- Social Media- TikTok, Instagram, Facebook, Snapchat, LinkedIn, Pinterest
- PC and MAC hardware and software
- Excellent written and verbal communication skills
- Enthusiastic problem-solver
- Strong desire to improve workflow and efficiency
- Teamplayer
- Proactively anticipate future needs