

// Valentina Monchieri

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Senior Event Producer & Art Director

Bringing an eye for detail and a flair for creative innovation

A global citizen who draws upon her youth in Milan and work in New Zealand, Australia, Japan, Europe and the US to inspire creative foresight in the event planning process. Twenty years of experience across multiple disciplines from theatre production to fashion shows, product launches, as well as art exhibitions in the private and public sectors. Proven ability to assess the client's needs, goals and inspirations and develop a comprehensive plan for every aspect of the occasion. Strong relationships with the most trusted and coveted names in food, floral and lighting, photography, technical production, entertainment and more.

Core Strengths

Proactive project management, focus on customer satisfaction, team leader, creative and passionate about art, deliver projects on time and on budget

PROFESSIONAL EXPERIENCE

BALICH WONDER STUDIO, Milan, IT from September 2021

Covering Project Management roles, planning, directing, and coordinating all delivery-related operations for large-scale events to guarantee that the project's goals are completed within the timetable, budgetary constraints, and scope.

- Consults with management and examines project proposals to identify project goals, timelines, price, deliverables, and procedures, as well as staffing needs and resource allocation.
- Brainstorm with the team members to provide unique concepts and design.
- Translate established creative directions into conceptual ideas. Provide outstanding creative and innovative thinking.
- Design and implement a collaborative system to achieve the timely completion of projects.
- Design and implement a collaborative system to provide clear direction and information across practices and departments.
- Prepares project status and resource reports, completing client estimates, obtains vendor costs and timelines.

FREELANCE, Auckland NZ and Worldwide from April 2019

Working between USA, Italy, New Zealand and St Barths. Supporting other event planners and managing her own projects. Including jobs with Mindy Weiss, Alison Events, DK events.

ORENCO, Los Angeles, CA Jan 2018 to April 2019

Design team lead for preeminent event production company, creating highly curated and flawless guest experiences for high-end clients, including United Talent Agency, Universal Pictures- NBC Universal, Creative Arts Agency, Fendi, Rosetta & Balthazar Getty and numerous others.

- Reporting directly to the owner, lead oversight responsibilities of 15 events per year with budgets ranging from \$300k to over \$2m
- Ensure that each detail of the inspired event concept is fully executed
- Assist partners with event budgets by negotiating and collecting all proposals and payment distribution
- Collaborate with owner and Creative Director on all event décor and design to fulfill client's vision on time and within budget, including space planning, personalized details and unique creative elements
- Create technical guideline for each event. developing any technical and stylistic aspect of the events, Establish creative standards from Flowers, Fabrics, build outs, lighting, sounds and so on
- Supervise and planned production schedules
- Supervise a team, plus multiple freelance on site and implements collaborative methods to ensure efficient workflow
- Chair regular meetings with producers and creative team from conceptualization to completion

UNO LOCO/SOIRÉE, New Zealand from 2010 to 2017

Account Manager for the largest event company in New Zealand, specializing in business events, media production, experiential marketing and incentive events, ranging in size from 40 to 800 guests.

Senior Event Producer

- Lead producer for the planning and execution of largest client's, including Vodafone, Fonterra, Bayleys, GPJ and IBM, totaling 25% of the company revenue for a total budget of \$2.5m
- Managed complex projects, including leading client relationships, project management, creative direction and budget oversight (over \$1m)
- Built and fostered trusted relationships with reputable vendors, prestigious venues and hotels
- Developed sponsorship programs and partnership opportunities and presence for specific events
- Collaborated with Creative Director and media team on all event décor and design to fulfill client's vision on time and within budget, including space planning, personalized details, video production, awards programmes and unique creative elements
- Responsible for all guest management and hospitality services at events with up to 250 guests.

JKR PRODUCTIONS, Milan from 2006 to 2009

Senior Event Producer for a medium-sized production company specializing in fashion and trade shows with a range of international clients, such as Diesel, Bjorn Borg, Firetrap, Dockers, Miss Sixty, See by Chloe.

CHANGE PERFORMING ARTS AGENCY, Milan from 2003 to 2006

Progressed through various roles to become Project Manager at this independent production company. Clients included Italian architect Gae Aulenti, British Film Director Peter Greenaway and American Avant-garde stage director and playwright Robert Wilson.

ARCHITECT PETER BOTTAZZI, Milan from 1999 to 2003

Served as Assistant and Project Coordinator on product launches and set design. Clients included Bang & Olufsen, Tele+, Film Festival of Venice, Nautica, Desalto and Pomellato.

EDUCATION, TRAINING AND CERTIFICATIONS

Education:

Auckland University of Technology - Master in Arts Management - With distinction Universidad de Valencia Spain Design, Erasmus Exchange
Politecnico of Milan, Italy Industrial Design Master's Degree - Specialized in Spatial Design

Languages:

Mother tongue Italian
Fluent in English and Spanish

Technical Skills

Technically knowledgeable, great understanding of technical aspect of large scale projects • Mac and PC environment // Adobe Creative Suite // Microsoft Office // Sketchup

Citizenship and American Legal Status:

Italian and New Zealand Citizen