

NIYAH NELSON

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EVENT OPERATIONS | LIVE PRODUCTION | CORPORATE & EXPERIENTIAL EVENTS | EVENT PROJECT MANAGEMENT

CAREER PROFILE

Event operations and production professional with 10+ years of experience across sports, live entertainment, corporate and B2B programs, experiential activations, and cross-functional project management. Background includes six-figure event budgets, a 50+ event annual calendar, operational planning at a 77,500-seat venue involving up to 1,000 on-site personnel, and budget and revenue responsibility for a founder-led festival series. Combines graduate training in live entertainment and project management with the creative judgment and operational discipline to carry complex work from concept through closeout.

CAREER HIGHLIGHTS

- **Venue scale:** Managed client planning and event-day operations for 50+ annual events at the 77,500-seat LA Memorial Coliseum, with operational plans involving up to 1,000 on-site personnel and a record of zero major operational violations.
- **Budget management:** Managed six-figure event budgets in venue operations and scaled a founder-led festival series from a \$5K, 350-guest event to a \$40K, two-stage production serving 730+ guests.
- **Corporate program delivery:** Project-managed Microsoft's 12th annual Ability Summit, aligning HR, IT, Communications, interpreters, captioning providers, and A/V vendors across multiple time zones.
- **Hospitality operations:** Coordinated 45+ USC Football recruiting visits, including as many as five prospect visits in a single weekend and briefing 50+ staff during a nationally top-ranked signing cycle.

CORE COMPETENCIES

Event Management & Live Production | Venue & Site Operations | VIP Hospitality & Guest Experience | Experiential Brand Activations

Corporate & B2B Event Programs | Production Schedules & Run of Show | Budgeting & Cost Control | Vendor & Contract Management

Permitting, Safety & Compliance | Cross-Functional Project Management | Staffing & Team Leadership | Accessibility & Inclusive Events | Post-Event Reporting & Closeout

PROFESSIONAL EXPERIENCE

University of Southern California (USC) Football, Los Angeles, CA

Recruiting Event & Operations Associate

Aug 2025 - May 2026

- Coordinated operations for 45+ official and unofficial recruiting visits across the 2025-26 cycle, including as many as five prospect visits in a single weekend.
- Authored itineraries, run-of-show documents, staffing assignments, and briefing materials for 50+ staff and student interns while coordinating VIP hospitality, security, transportation, lodging, catering, and A/V.
- Served as the operational link between coaching, compliance, facilities, vendors, and campus partners to support NCAA and university requirements across recruiting and game-day weekends.
- Managed gameday recruiting operations across registration and ticketing, hospitality areas, security clearances, guest transitions, and pre- and post-event briefings.
- Supported the visit operations behind USC's nationally top-ranked 2026 recruiting class.

Center Consultants, Los Angeles, CA

Marketing Project Manager

Jan 2025 - Present

- Manage activation logistics for virtual and in-person programs, covering vendor contracts, procurement, equipment setup, technical rehearsals, invoicing, and post-event evaluation.
- Translate client briefs into production plans, schedules, owners, milestones, and contingency strategies across creative, digital, CRM, analytics, and vendor teams.
- Led a three-brand digital rebuild that increased web traffic 22% and introduced reusable workflow templates; manage delivery in Asana and Trello.

USC Los Angeles Memorial Coliseum, Los Angeles, CA

Event Operations Account Manager

Sep 2023 - Oct 2024

- Managed client planning and event-day operations for 50+ annual events at the 77,500-seat Coliseum, including USC Football, private activations, and the sold-out Fred again.. stadium debut.
- Owned six-figure budgets, production schedules, run sheets, deployment documents, SOPs, continuity plans, and client approvals.

- Translated event requirements into staffing, field, control-room, vendor, and public-safety plans involving up to 1,000 on-site personnel.
- Served as operational liaison to LAPD, LAFD, and LADOT for permitting, safety, and logistics while maintaining a record of zero major operational violations.
- Led internal and cross-functional production meetings to align clients, facility staff, vendors, and public-safety partners across all event phases.

Microsoft, Remote

Event Project Manager, Accessibility

Sep 2021 - May 2023

- Project-managed planning and production workstreams for Microsoft's 12th annual Ability Summit and related Accessibility programs.
- Translated inclusive requirements into integrated workplans, milestones, budgets, production schedules, rehearsal plans, and executive reporting.
- Aligned HR, communications, IT, Accessibility, interpreters, captioning providers, A/V teams, and external vendors across multiple time zones.
- Coordinated stakeholder meetings, rehearsals, vendor deliverables, and accessible event technology, including platform updates and integrations.
- Tracked budgets, invoices, risks, and dependencies to hold distributed workstreams on schedule, and built executive dashboards documenting accessibility outcomes.

Culture Enterprises, Norfolk, VA

Founder & Executive Producer

2017 - 2022

- Founded and ran Culture Enterprises, doing business as Everyday Dope Life, managing strategy, budgets, revenue, and full-cycle production for festivals, panels, nightlife concepts, community activations, and original content.
- Produced four flagship festivals reaching more than 1,900 guests; scaled the series from a \$5K, 350-guest event to a \$40K, two-stage production serving 730+ guests.
- Booked nationally recognized recording artists Babyface Ray, Larry June, and KEY!; drove 927 online orders and \$31.7K in online sales ahead of on-site ticketing.
- Managed talent and venue booking, contracts, budgets, marketing, staffing, security, show flow, and up to 20 retail and four food vendors per event.
- Negotiated no-fee and shared-revenue venue partnerships across Hampton Roads businesses; produced a four-part panel series and hosted and moderated a cannabis-justice panel.

Fors Marsh Group, Remote

Project Management Support Specialist

Jun 2019 - Sep 2021

- Coordinated hybrid and virtual public-outreach events for up to 500 attendees across Centers for Medicare & Medicaid Services (CMS) initiatives, managing invitations, vendors, participant access, schedules, and budgets end to end.
- Maintained integrated schedules and trackers for deliverables, budgets, federal documentation, and cross-team dependencies; partnered with leadership on resource forecasts, risk identification, and audit-ready budget records.
- Created process manuals and training guides adopted across a multi-agency team, strengthening audit readiness and execution consistency.

Universal Music Group, Remote

Digital Content Manager

Jan 2015 - Apr 2017

- Managed MosleyMusicGroup.com and digital content pipelines supporting national recording artists Timbaland, Justin Timberlake, and Tank, aligning editorial calendars with artist campaigns and release schedules.
- Built project schedules and content calendars, tracking creative assets, approvals, owners, dependencies, and publishing deadlines across overlapping campaigns.

EDUCATION AND CREDENTIALS

M.S., Project Management, May 2026 | University of Southern California, Los Angeles, CA

M.A., Live Entertainment Management, 2024 | University of Miami, Coral Gables, FL

B.S., Mass Communications, 2017 | Norfolk State University, Norfolk, VA

TECHNOLOGY & AFFILIATIONS

Tools: Cvent, Bizzabo, Monday.com, Asana, Trello, Smartsheet, Workday, Salesforce, HubSpot, Microsoft Office, Teams, Slack, Google Analytics, Adobe Creative Suite, Canva, ChatGPT, Claude, Gemini

Affiliations: Project Management Institute (PMI), Los Angeles Chapter; International Live Events Association (ILEA)