

AEDAN CROOKE

CONTACT



647-210-6667



hello@aedancrooke.com



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in/aedan-crooke

FEATURED CLIENTS

Acorn
Adidas
Adobe
Artscape Daniels Launchpad
Connected
Deloitte
Facebook
Google
H&M
Herman Miller
Holt Renfrew
L'Oreal Paris
LoyaltyOne
LCBO
Loblaws
Mastercard
Microsoft
MLSE
Moneris
Nike
Rangle
RBC
Revlon
TD
Too Faced Cosmetics
Toronto Board of Trade

HIGHLIGHTS

Strategic development & highly organized execution of large-scale events and creative productions

Curates compelling programming led by innovative thought leaders in the art, design, and innovative technology ecosystems

Strong negotiation & relationship building skills that result in greater engagement and partnership growth

FEATURED PROJECTS

LAUNCHPAD SUMMIT

2019

Event Producer

- Curated programming for sold out 2-day conference targeted at artists and creative entrepreneurs with talks, workshops, immersive installations and mentorship sessions featuring Director X, Hayley Elsaesser, Emil Teleki (Design Director, I-V), and Alex Josephson (Partner, Partisans)
- Responsible for ensuring team upheld our commitment to diversity & inclusion across programming: 48% Male/50% Female/2% Non-Binary, 56% Diversity
- Created process and workbooks for programming, marketing & pr, and communications teams
- Established & managed all speaker and design assets, including overseeing French translations, editing, website updates, and social media posting
- Technical Direction and Program Schedule for both stages, workshops and one-on-one mentorship sessions

ELEVATE TECH & INNOVATION FESTIVAL

2019

Event Producer

- Booked and stewarded 150+ high profile speakers including day-to-day communications, establishing relationships, onboarding process and asset management, travel & accommodation arrangements, and itineraries
- Responsible for ensuring team upheld our commitment to diversity & inclusion across programming: 42% Male/58% Female, 40% Diversity
- Developed themes and curated world-class programming segments across all stages with an average audience rating of 4.75/5
- Worked directly with Partners to achieve their objectives in connecting with engaged audiences on our Festival Stages and identified further opportunities for sponsorship that complimented Partners' goals
- Ensured department stayed on budget and negotiated 250K in-kind sponsorships with partners and vendors to maximize our budget line
- Created scalable operational processes for Programming & Production department and led integrated strategies with Marketing, Sponsorship, and Operations departments to increase engagement and drive growth
- Technical Director of all festival stages and point of contact for technical arrangements with AV companies at 5 venues
- Collaborated with Marketing team to craft blog features, social campaigns, and communications to increase engagement with members & partners
- Collaborated with PR team to create Toronto Life features insert that showcased our featured programming and evening events
- Assisted in creating presentations for Board of Directors highlighting status of programming objectives and target benchmarks
- Fostered relationships with ecosystem leaders through our Creators Socials (Guests of Honor included Ev Williams, Akon, Zillionaire, and Director X)

Featured Booked Talent...

Martha Stewart	Neil Blumenthal	Martine Rothblatt	Chris Slowe
Tonya Lewis Lee	Kevin Ma	Sam Effah	Samantha Barry
Director X	Katharina Borchert	Jeff Staple	Devery Jacobs
Samantha Stevens	Alex Hood	Brooke Lynn Hytes	Ilse Treurnicht

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SOFTWARE

MS Office & Google Suite

Slack

Asana & Monday.com

SalesForce

Adobe Lightroom

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Premiere

Adobe XD

Adobe Dream Weaver

DesignSpark

Tinker CAD

DEVELOPMENT

HTML & Liquid HTML

PHP

CSS & SASS

JSon

JavaScript

PROFESSIONAL ASSETS

Health & Safety Training

Smart Serve Certification

FEATURED PROJECTS

THE ELEVATED AWARDS

2019

Film & Event Producer

- Established and managed adjudication process for award nominees and stewarded winners through to the awards show
- Worked with Sponsorship team to market and sell booths for the awards show, including creating valuable benefits for attendees
- Identified and assisted Sponsorship team in negotiating 150K of in-kind sponsorships on 1 - 3 year terms
- Produced & executed all video production including art direction, on-camera interviews, b-roll location shoots, and editing
- Created Run of Show and led operations for production of awards show

MAKELAB STUDIO

2018 - 2019

Studio Manager & Event Producer

- Produced and executed international XM events, delivering all aspects of client projects in-budget and on-spec: project management, vendor & asset sourcing, technology set-up, creative development, creation of design assets, and staffing
- Planned and executed large-scale productions for clients: project development and testing, client samples, production schedules, & specialized staffing
- Managed project and studio operations budget, identifying cost-saving initiatives and opportunities for partnerships (including a partnership with Microsoft to provide a fleet of 20 Microsoft Surface Books annually)
- Created scalable operations process that has allowed the company to expand, creating a production division that delivers both small-scale orders and large-scale project execution
- Led Research & Development team utilizing specialized technology (laser cutters, 3D printers, Heat presses, robotic embroidery machines) to deliver high-end interactive event activations

MAKER FESTIVAL

Director of Operations

2018 - 2019

Operations Manager

2017

Special Event Producer

2016

Volunteer Manager

2015 - 2016

- Created new support services for 100+ Exhibitors including Exhibitor Relief Program, Equipment & Supply Tracking for loans desk, Full-Service Exhibitor Load-In & Load-Out
- Built Process Document for organization that encompassed all departments (Operations, Programming, Marketing, Design, Sponsorship, Volunteers) and identified impactful ways to improve Festival operations in a meaningful way based on staff post-mortems, attendee and volunteer survey results each year
- Created workbooks for all departments and bi-weekly meetings to ensure each department was hitting their benchmarks and receiving assistance as needed
- Managed production budget including negotiating over 18% savings from vendors and identifying sponsorship opportunities
- Leading member of the Submissions board for Maker Festival: Selection of workshops, interactive installations and showcases that share S.T.E.A.M. (Science, Technology, Engineering, Arts & Math) with youth during our weekend-long Festival at the Toronto Reference Library
- Created enhanced training and policies for inclusivity and accessibility which were adopted by the Toronto Public Library

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HONORABLE MENTIONS

Wavelength Music Series,
Volunteer Manager
(2018 - 2019)

Raw Finery Studio,
Director of Marketing
(2014 - 2016)

Missy/Ink Magazine,
Copy Editor & Features Writer
(2012 - 2013)

Kings of Past Vintage Eyewear,
Community Director
(2011 - 2012)

SPEAKING

**PROCESS THINKING: Business
Fundamentals for Creatives**
Mentor & Workshop
(RBC Launch Program)

Organize Thy Self
Keynote (Launchpad Summit)

**TECHA KUCHA: Women &
Girls in Robotics**
Moderator (EDIT)

BUILDING COMMUNITY
Panelist (GCUC)

**ENGAGEMENT STRATEGIES
FOR BRANDS**
Keynote (Decoded Fashion)

FUTURE OF FASHION TECH
Podcast Guest (Electric Runway)

FEATURED PROJECTS

THE TORONTO TOOL LIBRARY

2019

Consultant, Studio Operations & Programming

- Consulted with maker community, staff, and Board of Directors to identify how best to meet the organization's needs and 5-year plan for the maker space
- Created studio operations & programming process for Makerspace Creative Studio with a focus on a scalable framework a small team can execute effectively

HOT DOCS INTERNATIONAL FILM FESTIVAL

2018

Volunteer Operations

- Managed 891 volunteers and streamlined operations for Industry, Marketing, Development/Sponsorship, & Special Events for greater efficiency
- Improved current A.O.D.A. training and spear-headed Accessibility & Inclusivity initiatives to identify meaningful improvements for organization
- Identified key ways in which to reallocate budget to further department resources utilizing improved technology and more efficient processes
- Supported programming for Docs for Schools, focused on providing content and resource packages for queer youth in the G.T.A.

EDIT: EXPO FOR DESIGN, INNOVATION & TECHNOLOGY

2017

Volunteer Manager

- Created complex volunteer program in a tight timeline to meet the dynamic needs of a multi-faceted interdisciplinary event in collaboration with the United Nations Sustainable Development Programme
- Assisted Operations Team during critical points: installation of exhibits, security sweeps, and escort of high-profile talent and government officials
- Organized operations and assisted with the execution of EDIT Academy which hosted 5500 students from across Ontario
- Member of Health and Safety Board in charge of ensuring safety standards were met for on-site construction, execution of emergency protocols, and health & safety training for staff and volunteers
- Contributed to overall event post-mortem with the leads of other departments for presentation to the public, sponsors, & the Board of Directors

GLOBAL COWORKING CONFERENCE

2016

Event Producer & Content Curator, Montreal

- Negotiated, booked and coordinated venues, vendors, A/V, entertainment, installations and catering for 600 person conference in Montreal
- Coordinated transportation, accommodation and special programming for staff and international VIP guests and speakers
- Curated conference programming & immersive guided tours of 12 coworking spaces in Montreal with inclusion of local attractions in surrounding areas

SURFACE ART II

2016

Event Producer & Exhibition Curator

- Organized all aspects of gallery showcase featuring 32 prominent artists, performance artists, musical collective, and 5 galleries
- Created Speaker Series, curating artist talks and a gallery panel moderated by Sharlene Rankin to increase impact of exhibit in the arts community
- Oversaw event budget and art sales for galleries, arranging payments for artists and commissions for participating galleries

ELECTRIC RUNWAY

2015

Event Producer & Technical Director

- Executed overall Event Production, Stage Management & Technical Direction of first North American Fashion Tech runway showcase: A/V, music, booking of models and performers, backstage team (hair, makeup, event coordinators), and vendors