

# **BEN KREEGER**

- Experienced event producer (10+ years)
  - Comprehensive project management skills
  - Experience of working with brands, artists and content producers
  - Extensive music industry experience
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## **EDUCATION**

**MA Creative & Cultural Entrepreneurship**  
**Goldsmiths University, London**  
2015 – 2017 (P/T)

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## **EMPLOYMENT**

**Project Director**  
**Superimpose Studio**  
September 2017 – October 2017

- End-to-end management of 2 events in a 6-week period, for the creative agency Superimpose Studio – an international press launch for Adidas; and a non-branded art installation for the agency at Ace Hotel
- Responsible for concept development, project budgeting, planning, scheduling and reporting
- Liaison with both internal departments and external creative teams to ensure efficient workflow and enable delivery of complex creative briefs in limited timeframes
- Recruitment and co-ordination of production team – including Production Manager and art department

**Consultant**  
**Carnesky Productions**  
November 2016 - January 2017

- Operational management of a temporary space in the basement of the former Foyles Building in Soho, London – including liaison with landlord / local authorities, supply of infrastructure / services, staff recruitment / management, and financial reporting
- Programming and management of all public / private events, in conjunction with Carnesky Productions Soho team

## **Founder / Event Producer**

### **Black Atlantic**

January 2011 – August 2017

- Development and delivery of 150+ music focused events in 6-years - including performances at Southbank Centre, the British Film Institute, Roundhouse, Church of St-John-at-Hackney and the 3000-capacity Great Suffolk Street carpark; and work for brands including Red Bull Music Academy, Tiger Beer, and Brainfeeder Records
- Responsible for both the overall strategy and day-to-day management of the business – including ongoing analysis / forecasting, financial management and the recruitment / coordination of a team of freelance staff (30 across May / June 2017)
- Development and management of marketing strategy – including content generation and planning / buying for both digital and offline
- Development and implementation of site-specific installations - including risk assessment and build / strike co-ordination
- Acquisition, briefing and coordination of the full spectrum of related suppliers and services

## **Event & Production Manager**

Plan B Group

January 2006 - December 2010

- Responsible for delivering 200+ events per annum across three locations in London
- Responsible for £4.5million annual sales target and management of £100,000.00 annual marketing budget
- Comprehensive management of public / private events programme - including scheduling, talent / partner / supplier / hirer liaison, financial reporting and troubleshooting
- Development and implementation of marketing strategy – including planning, content development / copywriting, digital advertising, offline promotion and monitoring
- Recruitment and management of team of 5 permanent staff; briefing and liaison with a further 20

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## **PORTFOLIO**

<http://www.benjaminkreeger.com>

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