



R. AYITE OKYNE

EVENTS | PROJECT MANAGEMENT | MARKETING

EXECUTIVE PROFILE

With more than 20 years' international multicultural experience, I am a marketing and brand development expert with demonstrated experience in the luxury, nonprofit, FMCG, automotive and service marketing industries working for clients such as Ghana Airways, BMW, Guinness, Unilever, World Vision, and Proctor & Gamble. My particular strengths include event & project management and developing creative, strategic plans to produce measurable results that promote revenue, profitability and growth.

AREAS OF EXPERTISE

- Client Account Management & Stewardship
- Integrated Marketing Communications
- Project Management
- Sponsorship activation and leveraging
- Logistics Management
- Volunteer Management
- Cross-Functional Relationship Development
- Budgeting
- Fundraisers & Experiential Events

CONTACT DETAILS

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Los Angeles, CA 90038

EDUCATION HISTORY

MS ENTERTAINMENT BUSINESS
Full Sail University

MA COMMUNICATION STUDIES
University of Ghana

BA MODERN LANGUAGES
University of Ghana

EMPLOYMENT HISTORY

PRINCIPAL/CERTIFIED TOUCH THERAPIST

Trevor James, LLC | 2019 - Present

- Developed and marketed a wellness concept for men centered around touch, connection, companionship, and connection
- Developed and produced all marketing and advertising collateral
- Presented numerous local and international wellness workshops and presentations

EVENT PRODUCER, LA BUREAU CHIEF

Abel, McCallister & Abel | Sep 2017 - Dec 2018

- Produced marketing activation experiential events for clients such as Pepsi, American Airlines, Visit Dallas, and Three Olives Vodka at major events such as the Golden Globes, Essence Festival, Coachella, and Film Independent Spirit Awards. Account Director for American Airlines
- 360-degree event and team management from scheduling to real-time execution and guiding the team in their execution
- Managed vendors and budget within scope; provided cost oversight to ensure cost management and prior due diligence

EVENT & COMMUNICATIONS CONSULTANT

Big Brothers Big Sisters Los Angeles | Jul 2016 - Sep 2017

- Managed event marketing and talent management
- Designed communication and social media campaigns; PR/media liaison
- Project management and development of budgets, themes, creative designs, menus, marketing materials, brochures, sponsorship letters, and invitations

CHIEF OF STAFF

2000Charge, Inc. | Jun 2014 - Jul 2016

- Managed the redesign of two company websites, and developed the company's first digital media marketing strategy resulting in engagement exploding 226% in 8 weeks.
- Created a detailed 45-page trade show manual and worksheets to ensure flawless preparation, maximum exposure, and provided the ability to track return on marketing investment (ROMI), effectiveness, and follow up on sales leads.
- Incorporated new processes for measuring and evaluating client churn rate, ROMI, resource allocation for verticals, and a client satisfaction measurement tool.

VP OF EVENTS & MARKETING

The Insignia Group | Nov 2010 - Mar 2014

- I planned and executed a wide variety of successful experiential events and brand equity building campaigns and for hospitality, retail and corporate clients. I helped them develop branding and sponsorship strategies that they could execute for optimal returns.
- Identified and negotiated new and strategic partnerships to leverage opportunities for advertising partners worth millions of dollars.
- Pitched for, and won the bid for a multi-million dollar opening ceremony for the World Trade Center: Accra, as well as the grand opening of a Shaka Zulu-themed restaurant/bar.
- Customer Experience Management strategy for hospitality clients resulted, on average, in increasing guest experience by about 23% and guest checks averages by 19%.

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PERSONAL WEBSITE

AYITEOKYNE.COM

www.ayiteokyne.com

BOOK

I KNOW WHY THE CHESHIRE CAT GRINS -
WHEN SHIFT HAPPENS

Maven Publishers

BLOG

THE LIFESTYLE MAVEN™

www.thelifestylemaven.com

PRINCIPAL/CHEF CONCIERGE

Signature Concierge Services | Aug 2005 - Oct 2010

- Created the identity and brand of the company, managed all marketing and public-facing touchpoints including print, web, and events. I also did client relationship building and business development, signing on many corporate and residential clients including the Beverly Center.
- Developed customer service manual and presented training modules for the Beverly Center' frontline staff to support their marketing objectives
- Produced special events for high net-worth clients and hosted movie premiere events for the Hallmark Channel

EVENT & COMMUNICATIONS CONSULTANT

**Greater Los Angeles African American Chamber of
Commerce | Jan 2004 - Aug 2005**

- This Chamber of Commerce had been without an Executive Director for a while and had lost its appeal, prestige, and influence. I planned several marketing and brand-building campaigns to promote the organization and its events.
- Created the new visual identity of the organization, saving it thousands of dollars.
- Built a marketing/fundraising network using personal contacts, direct mail, special events, and sponsorships that helped to raise \$185,000 for events.
- Increased new member acquisition by 115% and reduced lapses by 57%

PRINCIPAL/ACCOUNT DIRECTOR

Image Concept | Jul 1998 - Dec 2003

- Managing multiple brand portfolios, I helped clients strategize, design and implement events and experiences from an integrated marketing perspective. I built a portfolio of more than 25 new major accounts and managed multi-million campaigns including the Miss Universe franchise.
- Managed the brand and communications strategy transition; created a new brand image and a 31% improvement in public perception for Miss Universe GH.
- Produced the re-launch of national airline Ghana Airways and a grand event and multi-media communications plan that improved public perception by 28%; increased sales by 11%.
- Developed and managed the total rebranding campaign of a 50-year old insurance company resulting in 35% increase in underwriting in 6 months; also produced their first corporate identity handbook

COPYWRITER/ACCOUNT MANAGER

Ammirati Puris Lintas | Jun 1996 - Jun 1998

- Produced several award winning launch events, including wildly successful advertising campaigns and events for multinational brands such as Land Rover Freelander, BMW 3-series, Bacardi Breezers and Malta Guinness.
- Developed advertising, marketing and event strategy documents for clients and maintained client relations
- Directed the strategic rebranding of Barclays Bank that resulted in a 36% growth in market share

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SELECTED EVENT CREDITS

Producer - Three Olives/DayClub Activation at Coachella 2018
Producer - Ancestry.com/Golden Globes Activation 2018
Producer - American Airlines/Essence Festival Activation 2018
Producer - American Airlines/Film Independent Spirit Awards 2018
Producer - Pepsi/Assoc. of KFC Franchisees Activation 2018
Producer - Visit Dallas/Southwest Showcase 2018
Co-Producer - Big Night Out 2016
Creator/Producer - WineArtLA 2015
Consultant - WTC Accra Opening Ceremony 2012-2013
Producer/Live Show Director - National Miss Universe 1999-2012
Consultant/Live Show Director - Glitz Fashion Week 2012
Event Planner/Decor - Miss Universe 2011 State Reception 2012
Show/Creative Director - Heart of LA Annual Gala 2008, 2009
Coordinator/Decor - Sheryl Lee Ralph Wedding 2005
Coordinator - Jennifer Lewis Katrina Fundraiser 2005
Assistant Producer - GLAAACC Awards Dinners 2004, 2005
Segment Producer/Creative Dir. - St. Moritz Style Selection 2002
Show Director - Model of the Universe 2002
Live Show/Creative Director - Vlisco Passion for Fashion 1998-2001
Producer/Live Show Director - GTP Waxstyle 2000
Segment Producer/Director - African Cup of Nations Opening 2000
Creator/Producer/Live Show Dir. - Millennium Awards Banquet 1999
Festival Mgr/Signature Shows Producer - PANAFEST 1994-1998
Producer/Director - PANAFEST 18-Hour Concerts 1994-1998
Show Director - BMW 3-Series Launch 1998
Show Director - Land Rover Freelander Launch 1997