

Alain Octavo

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A versatile and forward thinking project manager that administered a 3 year economic forecast of Banana Republic's in-store marketing production team and for 15 years, I conducted: 5,410 events, 2,400 compositions and 41 clients in 11 industries, generating a yearly median of 9,000 new customers and a moderate return on investment of 18% engaged across 10 interactive platforms.

Communications, Leadership and Management

- Achieved an outstanding record of 168 corporate sponsorships.
- Regulated the purchase orders of over 600 global suppliers in 30 countries.
- Directed 9 weekly events and developed agile protocols to adapt with industry trends.
- Facilitated the research and press releases of 42 worldwide talent and literary agencies.
- Supervised teams of up to 84 people and negotiated over 2,100 foreign and domestic contracts.
- Implemented long range strategies and tactical efficiency, improving productivity by at least 12%.

Marketing, Operations and Sales

- Averaged a 160% rise in annual ticket sales for 5 years.
- Compiled 324 request for proposals that resulted in profitable margins.
- Expanded business growth to 6 cities and distribution to 29 districts in 7 states.
- Formulated monthly budgets of \$4,000 and analyzed quarterly fiscals of \$3,000,000.
- Maintained 323,000 subscribers on 8 email lists and increased customer database by 32%.
- Established an exclusive network of 19 comprehensive printing, publication and staging services.

[**2006 - 2009**] Banana Republic - Marketing Production Assistant

[**2004 - 2008**] San Francisco Love Parade - Marketing Manager

[**2002 - 2013**] Inner Circle Entertainment aka Ruby Skye, Slide, District 30 - Creative Director

[**2002 - 2013**] Spundae - Director of Operations and Resident DJ

[**2002 - 2004**] Diablo Valley College - Computer Network Technology - Associates Degree

[**2000 - 2002**] North Tracy Elementary School - Paraeducator

[**2000 - 2017**] Client Network - Branding, Editorial, Event Planning, Graphic Design, Promotion

- 1015 Folsom, 111 Minna, AAA, Armory Studios, B-Side Construction, Bill Graham Auditorium
- Blowfish Sushi, Butter, Clear Channel, Coachella, Corso Communications, Cow Palace, Diageo
- Heineken, International Auto Body, Jones, Keyframe, Marquee Las Vegas, Merrill Lynch
- Mezzanine, Mighty, Opulent Temple, Outsidelands, Pacific Bell, Regal Group, Regency Ballroom
- Skills, Supperclub, TechShop, The Warfield, Ultra Records, Viacom, Visioneer, Westin St. Francis

[**2002 - 2015**] Charitable Collaborations and Communal Outreach

- Art Span, Boys and Girls Club, Breast Cancer Emergency Fund, Compass Family Services
- Futures Without Violence, Hearing and Speech Center, Leukemia and Lymphoma Society
- Project Open Hand, SF Child Abuse Prevention Center, SF Firefighters Toy Program, SF Food Bank

[**Portfolio**] www.alainoctavo.com [**Proficiency**] Adobe CC, Microsoft Office 2016, WordPress