

LAILANI GIBSON

(917) 435 -4144

LAILANIGIBSON@GMAIL.COM

New York, New York

SUMMARY

Event and marketing professional with 6+ years of experience creating high-impact live and digital experiences, seeking a producer role that blends creative strategy with executional excellence.

[View portfolio here](#)

EDUCATION

SUNY Farmingdale

Bachelor's Degree in
Business Management

Universite de Sorbonne

French Business Emersion Studies

SKILLS

- Event Production & Design
- Experiential Marketing Strategy & Social Media Development
- Creative Direction & Visual Storytelling
- Social Media Growth & Analytics
- Cross-Functional Team Leadership

VOLUNTEERING & ADDITIONAL JOBS

- NYE Confetti Team, 2026
- Humane Holiday Market, 2026
- The Art Meetup, 2025-2026
- [@RetroEditNYC](#), 2025
- LIU Film Festival, 2025
- Embassy Summer, 2024
- Background Actor, 2024-2025
- Reel Sisters Film Festival, 2023-2025
- NY Fashion Week, 2023-2024
- Digital Design Certification, 2022
- Brooklyn Community Services, 2020-2021
- [@PetitePopup](#), 2019-2021
- Long Island Progressive Coalition, 2019
- Afropunk Festival, 2018
- Make the Road NY, 2017-2019

PROFESSIONAL EXPERIENCE

WELL& by Durst (Nasdaq Building) — Audio Visual & Event Specialist (2024 – Present)

- Managed tech for 50+ live and hybrid events with full AV, lighting, and signage setup with BrightSign and Crestron.
- Connected with Marketing and Sales to refine workflows and elevate production quality using Trippleseat.
- Collaborated with stakeholders and vendors, overseeing tech and run-of-show logistics from setup to execution.

Museum of the City of New York — Event Producer (2024)

- Designed programs linking civic NY history and creative culture through immersive experiences and events.
- Guided media and production strategy while overseeing AV coordination and program partnerships.

Uptown Grand Central — Community Events & Social Coordinator (2021 – 2023)

- Produced festivals, markets, and events spotlighting Harlem's artists and local businesses.
- Drove press outreach, built media lists, and managed sponsorships to expand community reach.
- Increased visibility and audience engagement through [@uptowngrandcentral](#)'s social media campaigns.

Children's Museum of Manhattan — Programs & Guest Services Supervisor (2020 – 2021)

- Supervised 25+ employees and produced weekly educational and informative programs for 350,000 annual visitors.
- Trained teams to improve coordination, service flow, and guest experience during COVID.
- Streamlined with Marketing team to launch family-focused programs for campaigns that increased attendance.

[@petitepopup](#) — Social Media Manager & Digital Events Strategist (2019 – 2021)

- Facilitated branded visuals and social media that elevated artist visibility and audience retention via proven analytics.
- Partnered with local brands and event venues to build cross-promotional strategies that expanded our reach and visibility.