

Contact Me

✉ Lailanigibson@gmail.com

☎ (917) - 524 - 6797

Skill

- Small Business Development
- Event Management
- Social Media Marketing
- AV/Production
- Civic Engagement & Community Building

Education History

Bachelor of Science

Business Management
SUNY Farmingdale
State College, NY

**Université de
Sorbonne via SUNY
Oswego**

French Immersion Studies
Paris, France

LAILANI GIBSON

Event and marketing professional with 6+ years of experience creating high-impact live and digital experiences, producing work where strong creative vision meets precise execution.

Work 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 Tripplseat.
- Collaborated with clients 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.
- Managed corporate 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

Work Experience cont.

Children's Museum of Manhattan — Promoted to Guest Services Supervisor (2022)

- 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

Children's Museum of Manhattan — Public Programs Supervisor (2021-2022)

- Enhanced outreach and programs using media platforms, curated presentations, and projects.
- Developed inclusive, educational activities by conducting weekly research on relevant topics.
- Efficiently managed budgets and supplies for public programs, optimizing resource allocation.
- Guided performances and provided technical support.

Gymstars Gymnastics — Creative Design Manager (2021 - 2022)

- Directed and curated innovative visual art studies for over 25 elementary school children.
- Managed diverse learning activities, including soccer, theater, dance, and circus, to enhance their performances.
- Led and inspired a creative team to deliver impactful design projects to support children's performances.
- Ensured seamless coordination and execution of artistic initiatives for children's performances.

Petite Popup — Assistant Event Manager (2020 - 2021)

- Led a collective of artists and organized monthly "Buy Local" events, featuring live performances by local bands in bars, with weekly online features on various media platforms.
- Managed media channels, including Instagram, to enhance brand presence and engagement during events in local bars.
- Maintained a comprehensive international artist contact database, fostering valuable connections that contributed to successful local events with bands and artists.

Work Experience cont.

Brooklyn Community Services — Event Team Coordinator (2020 - 2021)

- Collaborated with the Director to curate impactful daily creative experiences for underprivileged children, promoting outreach and civic engagement initiatives.
- Demonstrated strong organizational skills, overseeing operational and administrative support with adaptability for events.
- Proactively addressed real-time challenges, ensuring seamless event operations and delivering exceptional experiences for participants.

Afropunk Music Festival — Afterdark Hospitality Associate (2019)

- Employed innovative and proactive strategies for venue oversight.
- Managed event finances efficiently.
- Played a pivotal role in successful day-of event planning and logistics.
- Ensured flawless execution of the festival, addressing technical challenges in real-time.

Long Island Progressive Coalition — Outreach/Civic-Engagement Intern (2019)

- Supported outreach efforts and initiated impactful civic engagement initiatives.
- Managed press contacts, including News12, to enhance media outreach.
- Assisted in planning demonstrations for local officials, adeptly addressing challenges.

Deer Park Animal Hospital — Receptionist / Front Desk Coordinator (2018 - 2020)

- Efficiently managed high-volume phone calls and emails.
- Demonstrated professionalism and empathy in handling appointments and emergencies.
- Coordinated seamless communication between doctors and support staff.

Make the Road NY — Coordinating Youth Member (2017 - 2019)

- Fostered partnerships with local officials to support community initiatives.
- Managed youth-focused media and facilitated engaging educational courses.
- Orchestrated outreach events and trips, ensuring seamless logistics and execution.

National Association for Campus Activities — Stage Crew (2016 - 2020)

- Orchestrated media and managed backstage requirements for artists.
- Played a vital role in event planning and logistics, ensuring flawless execution.
- Demonstrated expertise in AV and sound.

Work Experience cont.

Multicultural Committee Student Liaison | 2018 - 2020

Social Justice Research Institute | 2017 - 2020

Sigma Delta Tau Member | 2017 - 2019

Founder and President | Pride Queer Alliance Club | 2017 - 2018

Research Alignment Mentorship Program | 2016 - 2020

Event Lead | Campus Activities Board Member | 2016 - 2018

Backstage Theatre Company | 2016 - 2018

Senator | Student Government Association | 2016 - 2017

Volunteriing

NYE Confetti Team, 2026

Humane Holiday Market, 2026

The Art Meetup, 2025-2026

LIU Film Festival, 2025

Background Actor, 2024-2025

Reel Sisters Film Festival, 2023-
2025

NY Fashion Week, 2023-2024

Digital Design Certification, 2022

Links

Website

<https://www.lailanigibson.com>

The Art Meetup (Events Page)

<https://www.lailanigibson.com/theartmeetup>

Eventbrite Organizer Page


<https://www.eventbrite.com/o/51815476023>

Substack (The Creative Plug)

<https://lailanigibsonartjobs.substack.com>

Contact Me

 Lailanigibson@gmail.com

 (917) - 524 - 6797

LAILANI
GIBSON