



# LIA KARIDAS

ENTERTAINMENT MARKETER & BRAND STORMER

514.815.5713 | [liakaridas.com](http://liakaridas.com)

Senior marketer, event producer, and professional communicator with over 10 years of representing experience-centered brands in the entertainment, culture, and creative industries.

## MY JOURNEY IN ENTERTAINMENT.

2011

### The Grand Theatre

Development Coordinator  
(Special Events & Development Administration)

2015

### London Heritage Council/ City of London

Canada 150 London  
Coordinator

2017

### Diner en Blanc International

Event Project  
Manager

2018

### Cirque du Soleil Entertainment Group

Senior Sales &  
Marketing Coordinator  
(Touring Shows  
Division)

2020

### Simple Story Videos

Sales & Marketing  
Manager

## EXPERTISE

360 Degree  
Campaigns

Social  
Media  
Marketing

Brand  
Management  
& Alignment

Live  
Activations

Agency  
Relations

Show  
Business!

## EDUCATION

### WESTERN UNIVERSITY Master of Arts

Popular Music & Culture  
"On Authorship and Authorial  
Intent in Musical Theatre"

### Bachelor of Arts Honours

Media, Information &  
Technoculture  
Minor in English  
Certificate in Writing

### QC EVENT SCHOOL

IEWP - International Event &  
Wedding Planning Professional

## PAST MARKETING PARTNERSHIPS

TOURISM LONDON  
DOWNTOWN LONDON  
LIVE NATION  
GLOBAL TOUR CREATIVES  
EVENKO  
theatreMAMA  
TICKETMASTER  
EAT IT UP MEDIA  
iHEART RADIO  
BONNEVILLE RADIO  
...and more.

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## EXPERIENCE

### SALES & MARKETING MANAGER

Owns and spearheads the digital marketing strategy designed to maximize revenue while promoting the creative services of the agency. Generates leads and ushers them through the sales process while curating the initial creative consultation, establishing and maintaining client/agency relationships. Created new processes to integrate these efforts with the workflow of the design team, finance, project management personnel. Maintains a steady flow of incoming business through the strategic design of creative assets for the agency. Keeps website and social channels up to date.

SIMPLE STORY  
VIDEOS

REMOTE

2020- PRESENT

### SENIOR SALES & MARKETING COORDINATOR

Led teams in over 80 cities through 360-degree marketing strategies for the Touring Shows Division of CDSEG. Brand managed, developed creative assets, executed social media, digital display, search and SEM content calendars. Activated immersive on-site promotions. Planned and maintained production calendar of traditional TV, Radio and OTT ad buys. Acquired partnerships, collateral and maintained a close working relationship with publicity and public relations teams. Planned world premieres, red carpet events, and marketing junkets.

CIRQUE DU SOLEIL  
ENTERTAINMENT  
GROUP

MONTREAL

2018-2020

### EVENT PROJECT MANAGER

Worked with international teams to monitor, provide training, enhance support, and facilitate the successful use of project management tools. Daily duties included “distance-planning” of events, brand management, frequent remote communication with teams, monitoring event workback schedule, back-end ticketing set-up and web maintenance. Portfolio included Diner en Blanc experiences in Canada, Australia, Europe, Asia and the US.

DINER EN BLANC  
INTERNATIONAL

MONTREAL

2017-2018

### CANADA 150 LONDON COORDINATOR

Managed London Ontario's keystone Canada 150 initiatives through fund-sourcing, design and implementation of events and programming leading up to, and for, Canada's sesquicentennial year. Coordinated efforts between various City of London agencies, umbrella organizations and departments. Designed and managed event deliverables. Pursued and brokered successful community partnerships. Liaised with regional, provincial and national partners.

LONDON HERITAGE  
COUNCIL/CITY OF  
LONDON

2015-2017

### DEVELOPMENT COORDINATOR

Coordinated the organization's special events portfolio and built upon revenue goals and patron loyalty through the marketing and logistical execution of unique and memorable fundraisers, including: *The Grand Gala*, *Taste: Scotch & Chocolate*, *Fifty Shades of Grape*, *BLUSH: Wine & Wardrobe Show*, *Arts and Draughts*, *Holiday Wish for Kids*, *Backstage Bash*. Facilitated positive and congenial relationships with suppliers and corporate donors.

THE GRAND  
THEATRE

LONDON

2011-2015

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## TECHNICAL ABILITY

Social Network Literacy & KPIs (Facebook, Instagram, LinkedIn, TikTok, Twitch)

Office (Word, Excel, Powerpoint, Outlook)

Wordpress, Wix (Web Content Management)

Adobe Suite (PhotoShop & Illustrator)

Apple Pages, Keynote, iMovie

Google Drive, Dropbox, Frame.io

Hubspot, JIRA, Monday.com

Vimeo, YouTube

Tessitura, Outbox Ticketing Platforms

## ON THE INTERNET

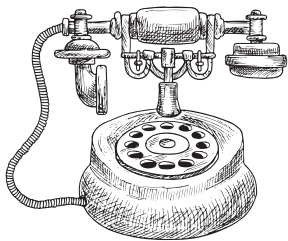


**For campaign visuals, scope of work summaries, sample digital assets, and my career-at-a-glance, please visit:**

**[LIAKARIDAS.COM](http://LIAKARIDAS.COM)**

**For my pro-page Instagram account, please follow: [@lialovestheatre](https://www.instagram.com/lialovestheatre)**

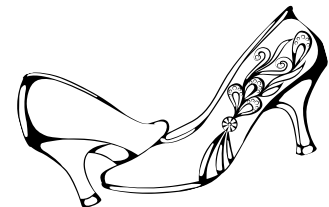
## FASCINATING FACTS



My entertainment career began at The Grand Theatre where I worked as a Contact Centre Customer Service Agent in 2010-2011. I also supported as a Front of House Supervisor during the holiday show run of 2017.



I have produced, directed, choreographed, and performed in 5 shows at The Grand Theatre's Auburn Stage (formerly McManus Studio)



I have sat on several regional culture organization boards and committees including the boards of MTP London, London Greek Dance and La Troupe Folklorique Grecque Syrtaki. I have choreographed 3 shows for Original Kids Theatre Company.