

# Julia (Juls) Bejjani

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## PROFESSIONAL DEVELOPMENT

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Creative Strategist and Production Manager with 10+ years of experience developing and executing high-impact campaigns, live events, and brand partnerships that bridge culture, creativity, and commerce. Skilled at connecting brands and audiences through emotionally resonant storytelling and culturally relevant experiences. Proven success collaborating with artists, global entertainment companies, and city governments to deliver measurable engagement and authentic community connection. Deeply attuned to cultural trends, with a passion for blending strategy, creativity, and inclusion in every project.

## PROFESSIONAL EXPERIENCE

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### Live Nation Entertainment | Great Lakes Region

- **Company Overview:** Global leader in live events and touring
- Promoted to Production Manager and Promoter Representative for Dave Chappelle's Summer Camp Series for outstanding performance and readiness for greater responsibility.
- Direct cross-functional teams, including security operations, runner teams, staging crews, hospitality staff, and artist/tour personnel, aligning workflows, safety protocols, and show timelines as a Production Coordinator and Promoter Representative for the Great Lakes Region.

### Production Manager and Promoter Representative | Yellow Springs, Ohio

July 2025 - Present

#### *Dave Chappelle's Summer Camp Series (Live Nation)*

- Promoted to lead production for 12-show comedy and music series; managed staging, audio/lighting, artist logistics, vendor contracts, settlements, hospitality and budgets.
- Directed four security divisions (event security, Infrared surveillance, Yondr phone-free enforcement, and artist personal security teams) to maintain device-free, VIP, and artist-safe environments.
- Led daily cross-departmental security briefings aligning artist teams, production, crew, and venue staff, resulting in zero major incidents across the series.
- Coordinated backstage and talent operations for world-class comedians, as well as musicians, while upholding Live Nation's operational standards.

### Production Coordinator and Promoter Representative | Cleveland, Ohio

2013 - Present

#### *Live Nation Great Lakes Region*

- Manage end-to-end production for arena, stadium, and theater tours across multiple states.
- Oversee show budgets, reconciling box office, merchandise, and tour settlements with consistent accuracy
- Lead runner teams (5 to 12 staff per city) to streamline communication between touring personnel, venue staff, production and touring teams.
- Negotiate vendor contracts for backline, transportation, staging, and hospitality while ensuring cost efficiency.
- Collaborate with artist management, tour security, venue operations, and local law enforcement to develop and implement safety protocols.
- Travel extensively to supervise high-capacity live events, ensuring operational consistency and artist satisfaction.

### Communications Manager & Board Member | North Olmsted, Ohio

December 2020 - December 2023

#### *The City of North Olmsted*

- Built and launched the city's digital presence from scratch, achieving 1,000+ followers in the first month.

- Directed the RFP and development of the city's new website, improving accessibility and civic engagement.
- Produced city-wide events including the first-ever Juneteenth and Pride celebrations.
- Managed media relations, crisis communications, public announcements, and partnerships with schools and local businesses.

**Creative Strategist, Brand Strategist & Marketing Consultant | Ohio**

**March 2017 - Present**

*Freelance*

- Develop branding, marketing, and PR strategies for artists and small businesses, increasing audience engagement and visibility.
- Conceptualize and produce showcases, pop-up events, and collaborative campaigns with venues and media platforms.
- Guide artists in brand identity, digital growth, press kits, and studio direction to elevate their careers.
- Curate multimedia content (visuals, campaign assets, music content) to align artistic vision with audience demand.

**EDUCATION**

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**Baldwin Wallace University | Berea, Ohio**

*Bachelor of Arts in Communications Studies (Minor: Business Management)*

- Marketing, PR, Strategic Communications, Journalism, Entertainment Media, Project & Financial Management.

**ADDITIONAL PROFESSIONAL EXPERIENCE**

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**HR Coordinator | Brecksville, Ohio**

**April 2021 - October 2021**

*CrossCountry Mortgage*

- Managed background check process, ensuring timely and accurate new hire clearances.
- Maintained and organized employee data using Microsoft Excel and Salesforce, improving efficiency and accuracy.
- Conducted I-9 verifications, ensuring compliance with federal employment regulations.
- Guided new hires through the onboarding process, enhancing their transition experience.
- Acted as a key liaison between departments and branches, resolving inquiries and facilitating communication.
- Led special projects and handled various administrative functions to support HR operations.

**Transportation Department Administrator & Fleet Dispatcher | Cleveland, Ohio**

**2020 - 2021**

*Cleveland Clinic Main Campus*

- Managed high-volume call intake and efficiently dispatched Cleveland Clinic vehicles to designated locations, ensuring timely and accurate transportation services.
- Maintained and updated critical data through meticulous entry and spreadsheet management to enhance operational efficiency.
- Conducted comprehensive background checks on transportation drivers, ensuring compliance with safety and regulatory standards.
- Proactively identified and addressed transportation challenges, providing strategic solutions to optimize workflow and patient transport logistics.