

Julia (Juls) Bejjani

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EXECUTIVE SUMMARY

Creative Strategist, Marketing & Communications Professional, and Live Event Production Leader with 10+ years of experience delivering concerts, festivals, and branded experiences. I blend operational excellence with inventive storytelling. Managing large-scale production logistics, artist relations, budgets, and backstage execution while developing methodical marketing plans, brand identities, and digital communication strategies. Known for cultural intelligence, collaborative leadership, and creating inclusive, high-impact experiences across entertainment, brand, and community spaces.

SKILLS

Creative Strategy	Audience Engagement	Photography
Event Production	Project Management	Videography
Integrated Marketing Strategy	Artist & Talent Relations	Media Relations
Public Relations	Artist Scouting & Development	Negotiation
Brand Storytelling	Campaign Development	Budget Management
Cultural Intelligence	Content Creation	Music Production & Direction
Emotional Intelligence	Social Media Strategy	Industry Networking &
Market Research & Analysis	Community Engagement	Relationship Building
Consumer Data Insights	Partnership Building	Creative Collaboration
Logistics Coordination	Graphic Design	Team Leadership

PROFESSIONAL EXPERIENCE

Live Nation Entertainment | Ohio (Cleveland, Columbus, Cincinnati, Dayton) and Kentucky (Lexington & Louisville)

Production Manager and Promoter Representative

July 2025 - Present

Dave Chappelle's Summer Camp Series

- Lead end-to-end production strategy and show-day execution for a high-profile comedy + music festival (12-show run), aligning production plans with audience experience, brand standards, and talent requirements.
- Manage cross-functional teams and vendors across staging, audio, lighting, security, and site ops; drive daily department alignment through structured briefings, run-of-show leadership, and rapid issue resolution.
- Direct high-security operations and protocols across multiple security functions (event security, compliance/enforcement, no-device pouching, and artist personal security), maintaining a zero-margin-for-error environment.
- Own budgets and settlements for multi-day events, ensuring accurate reconciliation, documentation, and timely closeout while protecting financial integrity and stakeholder trust.
- Serve as primary liaison between artist teams, promoters, venue leadership, and third-party partners—translating evolving needs into clear plans, priorities, and deliverables.

Production Coordinator and Promoter Representative

2013 - Present

- Deliver tour-level production across 50–60 shows/year in theatres, arenas, and stadiums (2,400 to 67,000+ capacity), ensuring consistent quality and brand experience across markets.
- Oversee show finances and reconciliation for events with budgets well over \$1M per show, preparing settlement sheets, reconciling ticketing/box office and merch reporting, and facilitating accurate payments.

- Partner with touring personnel, artist reps, venue operators, and vendors to gather requirements, identify gaps, and execute production plans—reducing friction and improving day-of-show outcomes.
- Negotiate vendor terms for rentals/services and manage timelines, logistics, and labor allocation to meet scope without compromising safety, quality, or budget.
- Create operational documentation (briefing decks, schedules, status reports, venue capability summaries) that enables faster decision-making and tighter cross-team alignment.

Creative Strategist / Brand Strategist / Marketing Consultant - Freelance | Ohio

March 2017 - Present

- Develop brand, marketing, and PR strategies for artists and small businesses, translating creative direction into actionable campaigns, content systems, and launch plans.
- Build campaign narratives and messaging frameworks grounded in audience behavior and culture; shape creative briefs, content direction, and channel strategy to drive awareness and engagement.
- Secure media coverage through targeted outreach to outlets and influencers (interviews, previews, features), strengthening visibility and credibility for clients.
- Concept and produce showcases, pop-ups, and collaborative activations with venues/media partners—aligning programming, promotion, and experience design to business goals.
- Support artist development through brand identity, press kits, performance readiness planning, and partnership coordination, ensuring clarity, consistency, and professionalism.

Communications Manager & Board Member - The City of North Olmsted | North Olmsted, Ohio

Dec. 2020 - Dec. 2023

- Built and launched the city's social presence from scratch, growing audiences to 1,000+ followers within weeks through content strategy, community-first storytelling, and consistent execution.
- Owned integrated communications planning across announcements, events, and media relations—strengthening community trust and increasing engagement across channels.
- Led the RFP process for a new city website, improving accessibility and stakeholder experience through structured requirements gathering and vendor evaluation.
- Produced and managed the city's first-ever Juneteenth and Pride celebrations, earning regional attention and expanding partnerships with local organizations and businesses.
- Captured and edited photo/video assets and analyzed performance metrics to optimize content, messaging, and outreach strategy over time.

EDUCATION

Baldwin Wallace University | Berea, Ohio

Bachelor of Arts in Communications Studies | Minor: Business Management

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