

MALLORY S. HINES

Founder, Live + Well Entertainment LLC

New Braunfels, Texas is home: available globally

mallory@weareliveandwell.com · [linkedin.com/in/malloryshines/](https://www.linkedin.com/in/malloryshines/)

Passion for people, entertainment, details, wellness and culture.

A career spent in entertainment/events/tourism/non-profit, expanded to encourage health, wellness and communication in these spaces. Combining experience and education to support you and your teams.

EXPERIENCE

LIVE + WELL ENTERTAINMENT LLC

FOUNDER

JUNE 2023 – PRESENT

(/līv/ and /wel/) Creating a healthier live event ecosystem, one person, one process, one team at a time.

- Promoter Rep Services: building bridges between venues and artists and among staffs; eliciting, synthesizing and distributing key information; creating sound processes and documentation; inspiring and managing communication; liaising on-site; preparing and managing settlement.
- Consultation and Facilitation: a place for the questions you've hesitated to ask and the tasks you need completed. Sharing best practices, encouraging communication and facilitating discussion on those continual tweaks to make your event shine.
- Education: with a passion for education, compassion for students, a focus on soft skills and a wealth of experience in live events, it's my honor to share real world advice and activities to inspire a next generation of communicators and creators. Common themes include "Just Say Hello: Keys to Soft Skill Success" and "You Can Take This With You: Career Advice From the Real World".
- Wellness Coaching: establishing relationships and dynamically collaborating with individuals in using their own strengths, experience, and values to create positive change in their lives.
- Mental Health First Aid Training: connecting our community, reducing negative attitudes about mental health challenges, building mental health literacy, and leading others in how they can help.

GREATER NEW BRAUNFELS CHAMBER OF COMMERCE

VICE PRESIDENT, TOURISM DEVELOPMENT

OCTOBER 2021 – JUNE 2023

Led the destination marketing team for New Braunfels, Texas to foster a thriving economy.

- Collaboratively built and executed comprehensive advertising, public relations, and sales strategies to drive visitation.
- Focused on strengthening relationships, maximizing budget, providing transparency, and using analytics to drive decision-making.

SAN ANTONIO LIVESTOCK EXPOSITION, INC. (DBA SAN ANTONIO STOCK SHOW & RODEO)

ENTERTAINMENT & EXHIBITS OFFICER

JUNE 2018 – SEPTEMBER 2021

Created fun to raise funds.

- In addition to continuing talent buying, oversaw the team responsible for live music, attraction, food and beverage, merchandise, retail vendor and carnival purchasing, promotion and production. Built relationships of trust and mutual benefit with partners Spurs Sports & Entertainment, Bexar County Community Arenas, Levy Restaurants, and Aramark.

- Provided the team with strategy, accountability and insight on project design and management; budgets and projections; selections, layouts and schedules; contract management; analytics, measurement and assessment; creative problem solving; development and implementation of goals, objectives, and processes; partner, vendor and patron experiences; promotion and representation.

MANAGING DIRECTOR OF ENTERTAINMENT & EXHIBITS

JULY 2015 – JUNE 2018

Worked to please existing fans while building new fans.

- In addition to continuing talent buying, led team coordinating over 100 acts on outdoor stages, a variety of interactive and educational activities, family attractions, over 250 retail vendors, concessions, and the carnival.
- Developed multiple special projects executed through cross-departmental collaboration to increase the attendance of Opening Day, the weekend experience for patrons, and the productivity of staff meetings.

ENTERTAINMENT DIRECTOR

AUGUST 2012 – JULY 2015

Ensured quality entertainment across the entire event.

- Managed a multi-million-dollar budget to procure AT&T Center entertainment for the 21-performance event, working with the volunteer force to procure entertainment for annual fundraising events, and coordinating with the fairgrounds entertainment team.
- Coordinated with the marketing team to promote these events and liaise with the artist teams; created and managed performance contracts; directed the event production team.

ENTERTAINMENT BUYER/EXECUTIVE ASSISTANT

AUGUST 2010 – AUGUST 2012

A 501(c)3 "volunteer organization that emphasizes agriculture and education to develop the youth of Texas."

- Secured and produced entertainment for events across a variety of genres.
- Provided administration support such as entertainment contract management, insurance and indemnification oversight, scholarship funding contracts and legal liaison.

UNREST MUSIC GROUP

MARKETING DIRECTOR/OFFICE MANAGER

DECEMBER 2008 – AUGUST 2010

Directed marketing efforts for 150+ annual performances per client.

- Crafted email, social and PR campaigns; purchased advertising for album releases and events.
- Created and managed internship program to hire, educate and lead students.

MARKETING AND MANAGEMENT ASSISTANT

MAY 2007 – DECEMBER 2008

Connected fans with experiences.

- Managed nationwide promotional street teams; collected fan data and researched new opportunities.
- Coordinated contracting, payment, scheduling and advanced performance details and logistics.

Prior experiences include internships with **UNREST MUSIC GROUP** and **CARNIVAL RECORDING COMPANY**, as well as sales and customer service with **BANANA REPUBLIC**.

EDUCATION

MAYO CLINIC

MAYO CLINIC TRAINED WELLNESS COACH

OCTOBER 2023

NATIONAL COUNCIL FOR MENTAL WELLBEING

ADULT MENTAL HEALTH FIRST AID INSTRUCTOR

SEPTEMBER 2023

BELMONT UNIVERSITY; NASHVILLE, TENNESSEE

BACHELOR OF BUSINESS ADMINISTRATION, CUM LAUDE, MUSIC BUSINESS CONCENTRATION

MAY 2007

Dean's list all semesters; completed degree in three years on National Merit Scholarship. Music Business Service Corps. Belmont Dance Team.

KNOWLEDGE, SKILLS & ABILITIES

- Clifton StrengthsFinder Top 5: Achiever, Futuristic, Strategic, Relator, Responsibility
- Project design and implementation
- Coaching
- Motivating self and others
- Navigating staff/volunteer/contractor relationships
- Public Speaking
- Conversational Spanish; continually learning

PROFESSIONAL AFFILIATIONS & ACCOLADES

2010 – PRESENT

INTERNATIONAL ENTERTAINMENT BUYERS ASSOCIATION (IEBA)

2018 – Present

Board of Directors

Panel creator, speaker and moderator

2013 – 2017

Young Professionals Steering Committee

2014

Rookie of the Year Award Nominee

2017 – PRESENT

LEADERSHIP MUSIC

2018 – Present

Live Music Planning Day Committee

Panel creator, speaker and moderator

2017 – 2018

Program Participant, Graduated May 2018

2021 – PRESENT

THE RECORDING ACADEMY (GRAMMY)

2021 Class

Professional Member

2022 – PRESENT

SAN ANTONIO COLLEGE MUSIC BUSINESS ADVISORY COMMITTEE

2024 – PRESENT

WOMEN IN MUSIC AUSTIN

2021 – 2023

TEXAS TRAVEL ALLIANCE (TTA)

2021 – 2023

TEXAS ASSOCIATION OF CONVENTION & VISITOR BUREAUS (TACVB)

2020 – 2022

ACADEMY OF COUNTRY MUSIC (ACM) Led event to

2022

Fair/Rodeo of the Year Award

2020

Fair/Rodeo of the Year Nomination

2012 – 2021

INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOS (IAFE)

2013 – 2021

Entertainment Committee

Panel creator, speaker and moderator

Magazine contributor

2021

“Fair Game” podcast guest

2017 – 2019

Convention Planning Committee

2018

Rising Star Award Recipient

2017 – 2018

Management Conference Planning Committee

2016 – 2018

Entertainment Committee Chair/Vice-Chair

2017

Designated a Certified Fair Executive (CFE)

2014 – 2016

Young Professionals Initiative Steering Committee

2014 – 2016

“Wine & Dine” Fundraiser Planning Committee

2018

RISING STAR OF NEW BRAUNFELS AWARD RECIPIENT

VOLUNTEER SERVICE

2018 – PRESENT

GUEST LECTURER

Texas State University
Trevecca Nazarene University
San Antonio College
Youth Leadership New Braunfels

2016 – PRESENT

NEW BRAUNFELS JAYCEES

Service projects include Comal County Fair and Wurstfest concession booths, Comal County Habitat for Humanity, Dos Rios Watershed Cleanup, Senior Serve-a-thon and more.

2021 – 2022 Philanthropy Committee

2019 – PRESENT

SOPHIENBURG MUSEUM

2023 Wurstfest Sophie’s Shop shift leader
2019 – 2022 Wurstfest Sophie’s Shop salesperson
2024 Board of Directors

2021 – PRESENT

NB WOMEN GO

2024 – PRESENT

CRISIS CENTER OF COMAL COUNTY

Professional Development Facilitation

2018 – 2023

SERVICE TO ROTARY INTERNATIONAL

2023 Hill Country Craft Beer Fest Server
2022 Wurstfest server
2018 Rotary Youth Exchange Host Parent

2015 – 2022

BELIEVING FOR BRYLEIGH FOUNDATION

2014 - 2022 Event Sponsor
2015 Auction Co-chair

2017

AMERICAN RED CROSS, SHELTER I TRAINED VOLUNTEER

2010 – 2016

BIG BROTHERS BIG SISTERS OF SOUTH TEXAS, MENTOR