

# MALLORY S. HINES

Founder, Live + Well Entertainment LLC  
New Braunfels, Texas is home: available globally

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

Passion for people, entertainment, clear communication, functional processes, and healthy cultures. Experience in entertainment, events, tourism, and non-profits. Comfort at the intersection of content, operations, marketing, people, and financials. Encouraging clarity, positivity, and wellness in these spaces. Supporting you and your teams.

## EXPERIENCE

### LIVE + WELL ENTERTAINMENT LLC

FOUNDER

**JUNE 2023 – PRESENT**

(/liv/ and /wel/) Helping live events work better – for the people who make them happen. Proud to lend my services to organizations such as the Minnesota State Fair, Music City Rodeo, International Entertainment Buyers Association, Airfoil Music, anonymous entertainment executives, and more.

- Promoter Rep Services: taking things off plates and filling in gaps. Building bridges between venues, artists, and teams; eliciting, organizing, and sharing key information; creating clear processes and documentation that make worth smoother; inspiring strong communication and collaboration; providing calm, capable on-site support; preparing and managing financial settlements with care and accuracy.
- Entertainment Consultation and Facilitation: turning creative ideas into action. Sharing best practices, encouraging communication, and fine-tuning the details that make your event shine; building roles, teams, and leaders; facilitating or advising on talent buying; creating and reviewing key documents.
- Leadership Support: from understanding creative people to telling stories well, we are creating change. Coaching-informed profile and value proposition development; workflow management; organizational ad hoc initiative development, facilitation, and collaboration.
- Education: Sharing real-world insights that elevate the next generation of creative industry professionals. Common themes include “Just Say Hello: Keys to Soft Skill Success”, “You Can Take This with You: Career Advice from the Real World”, and “Self-Care is Not Selfish”.
- Mental Health First Aid Training: Providing skills-based training to individuals and teams. 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 government and private business 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 team 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

### BELMONT UNIVERSITY; NASHVILLE, TENNESSEE

MASTER OF ARTS, MEDIA AND ENTERTAINMENT INDUSTRIES  
ANTICIPATED GRADUATION SUMMER 2026

### MAYO CLINIC

MAYO CLINIC TRAINED WELLNESS COACH  
OCTOBER 2023

### NATIONAL COUNCIL FOR MENTAL WELLBEING

ADULT MENTAL HEALTH FIRST AID INSTRUCTOR CERTIFICATION  
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: goal setting and follow through
- Motivating self and others
- Navigating staff/volunteer/contractor relationships
- Public speaking
- Conversational Spanish; continually learning

## PROFESSIONAL AFFILIATIONS & ACCOLADES

2017 – PRESENT

### LEADERSHIP MUSIC

2018 – Present Live Music Planning Day Committee  
Panel creator, speaker, and moderator  
2017 – 2018 Program Participant, Graduated May 2018

2020 – PRESENT

### ACADEMY OF COUNTRY MUSIC

2025 – Present Professional Member  
2022 Fair/Rodeo of the Year Award  
2020 Fair/Rodeo of the Year Nomination

2021 – PRESENT

### THE RECORDING ACADEMY (GRAMMY) MEMBER

2022 – PRESENT

### SAN ANTONIO COLLEGE MUSIC BUSINESS ADVISORY COMMITTEE

2024 – PRESENT

### WOMEN IN MUSIC AUSTIN

2010 – 2025

### INTERNATIONAL ENTERTAINMENT BUYERS ASSOCIATION (IEBA)

2018 – 2025 Board of Directors  
Panel creator, speaker, and moderator  
2024 – 2025 Marketing Committee Chair  
2013 – 2017 Young Professionals Steering Committee  
2014 Rookie of the Year Award Nominee

2021 – 2023

### TEXAS TRAVEL ALLIANCE (TTA)

2021 – 2023

### TEXAS ASSOCIATION OF CONVENTION & VISITOR BUREAUS (TACVB)

<b>2012 – 2021</b>	<b>INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOS (IAFE)</b>
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
<b>2018</b>	<b>RISING STAR OF NEW BRAUNFELS AWARD RECIPIENT</b>

## **VOLUNTEER SERVICE**

<b>2018 – PRESENT</b>	<b>GUEST LECTURER</b> Texas State University Trevecca Nazarene University San Antonio College Youth Leadership New Braunfels
<b>2019 – PRESENT</b>	<b>SOPHIENBURG MUSEUM AND ARCHIVES</b> 2024 – Present Board of Directors Wurstfest Committee Chairman Festival retail volunteer coordinator 2023 Festival retail shift leader 2019 – 2022 Festival retail salesperson
<b>2021 – PRESENT</b> <b>2024 – PRESENT</b>	<b>NB WOMEN GIVING ORGANIZATION</b> <b>CRISIS CENTER OF COMAL COUNTY</b> Professional and wellness development facilitation for shelter clients
<b>2016 – 2024</b>	<b>NEW BRAUNFELS JAYCEES</b> Service projects included 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
<b>2018 – 2024</b>	<b>SERVICE TO ROTARY INTERNATIONAL</b> 2022-2024 Wurstfest cashier 2023 Hill Country Craft Beer Fest Server 2018 Rotary Youth Exchange Host Parent
<b>2014 – 2022</b> <b>2017</b> <b>2010 – 2016</b>	<b>BELIEVING FOR BRYLEIGH FOUNDATION</b> <b>AMERICAN RED CROSS, SHELTER I TRAINED VOLUNTEER</b> <b>BIG BROTHERS BIG SISTERS OF SOUTH TEXAS, MENTOR</b>