

Rachel Klein

617.283.5359 rachel@creativetouring.com

www.creativetouring.com [linkedin.com/in/creativetouring](https://www.linkedin.com/in/creativetouring)

Work Experience

Founder

Creative Touring Agency | 2004–Present

Artist Management

- Directed operations and touring schedules for eight artists, coordinating international travel logistics, marketing, and promotion for 300+ shows annually.
- Produced photo shoots end to end booking photographers and crew, securing locations, scheduling talent, and managing asset selection, approvals, and delivery.
- Managed press events and media appearances, including press days, launch events, interviews, and promotional appearances on tour.
- Built and maintained recording schedules, coordinating studio, producer, and engineer availability against touring, release, and promotional calendars.
- Managed communications across every stakeholder in an artist's business: press agents, record label representatives, producers, endorsement partners, performing rights organizations, and digital distributors.
- Artists include: Ellis Paul, John Fullbright, Adam Ezra Group, Valerie June, Oh Pep!, WPA- a super group of Glen Phillips, Benmont Tench, Sean Watkins and Sara Watkins, Luke Bulla, Greg Leisz, Pete Thomas, and Davey Faragher.

Project management

Indeed, Inc. — Pride Parade Floats

- Designed and project managed sustainable, bicycle-powered parade floats for events in Austin, Toronto, Dublin, New York, and San Francisco.
- Created the presentation and pitch that won approval of a \$750,000 budget.
- Winner, Best Event Design, Dublin Impact Awards.

J.P. Licks Ice Cream & Coffee Cafe

- Directed marketing and promotional strategies across 17 locations.
- Secured \$50,000 in brand partnerships with Broadway Tours, Cirque du Soleil, Blue Man Group, and Johnny Cupcakes.

Artist Relations Manager / VIP Member Engagement Manager

PreSonus Audio Electronics / Nimbit Music | 2012–2014

Influencer marketing | Endorser programs | Testimonials | Production management

- Built and managed relationships with VIP endorsers and partners worldwide.
- Designed and produced artist-facing brand engagement programs, including influencer-led tutorials, increasing member engagement with the tools by 25%.

Company Manager

STOMP Boston — Richard Frankel Productions | 2003–2004

Operational management | Financial management | Personnel management

- Coordinated creative teams, directors, performers, and production staff to keep rehearsals, performances, and promotional appearances running smoothly.
 - Handled accounting and financial reporting to producers.
 - Act as a liaison between the theatre company and external stakeholders, including sponsors, producers, and venue.
-

Partnership Tour Production Manager

Polaroid i-Zone / Pepsi | 1998–2002 *Britney Spears — ...Baby One More Time, Oops!... I Did It Again, Dream Within a Dream*

Experiential marketing | Tour logistics | Radio promotions

- Co-created and directed the event and technical operations of a 65-city mobile bus tour.
 - Managed a \$900,000 budget covering experiential kiosks, Walmart retail stops, meet-and-greets, on-stage promotions, on-site and on-air radio promotions, and VIP parties.
-

Partnership Tour Production Manager, Press Coordinator & Associate Producer

M&M's / L'Oréal Kids Shampoo / Sony PlayStation | 1997–1998 *Live Nation — "Nickelodeon's Rugrats: A Live Adventure"*

Experiential marketing | Tour production | Spokesperson

- Produced national and local Rugrats media appearances.
 - Co-developed promotional campaigns with sponsor brand managers.
 - Arranged on-site sponsor experiential activations and VIP events in 65–90 cities.
-

Executive Assistant to the CEO

Pace Theatrical Group (now Live Nation) | 1996–1997

- Managed the CEO's professional and personal calendar, meetings, and international travel.
 - Coordinated family travel, private events, and confidential correspondence.
 - Oversaw personal business matters with discretion and efficiency.
-

Education

Emerson College, Boston, MA — Theatre Production Management

Skills

Core: Project and production management, partnership marketing, event production, budget management, executive support

Tools: MS Office (Word, PowerPoint, Outlook, Publisher, Teams), G-Suite, Adobe Creative Suite, Canva, HubSpot, Asana, Slack, Zoom, WordPress, SoundCloud, Dropbox, QuickBooks, ChatGPT, Claude