



Layne Armstrong

Project Manager & Events Marketing Director

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EXPERIENCE - AT A GLANCE

Sr. Project Manager (Contract)

Trafficanda Design/Build

02/2009 – 03/2020

San Diego, CA

Design & build firm specializing in high-end residential renovations

- Managed complex home remodeling projects
- Lead status meetings with subcontractors and clients
- Conducted executive administration, marketing & bookkeeping
- Provided estate management and emergency support
- Executed cost effective remodel solutions to prepare homes for sale

Director of Marketing & Events (Contract)

Kind Health Group

04/2018 – Present

Encinitas, CA

A different KIND of primary care practice and MedSpa

- Drive creative marketing campaigns from strategy to implementation
- Facilitate all live events and symposiums (20 + per year)
- Create content, design brochures and fliers
- Manage digital marketing, email campaigns and website

Marketing, Sales and Operations Director

Pantofola d'Oro

09/2011 – 05/2015

Carlsbad, CA

Luxury Italian footwear manufacturer

- Managed marketing, sales, and operations
- Used a grass roots strategy to promote the brand
- Created collateral for seasonal launches and promotional material
- Trained store managers and sales associates throughout the USA

National Program Manager

AIM Experiential Marketing

09/2007 – 12/2009

San Diego, CA

Marketing & Creative Agency

- Managed logistics, staff & admin for mobile marketing tours (Sony)
- Recruited, trained & onboarded over 250 brand managers
- Generated detailed event decks providing recaps
- Managed mechanical upkeep of nationally touring vehicles

SKILLS

Leadership

Problem Solving

Critical Thinking

Project Management

Negotiation

Marketing

Business Development

Event Production

Construction Management

Strategic Planning

Contract Negotiation

Digital Marketing

EVENT PRODUCTION

Production Manager (01/2015 – Present)

- Maxim Magazine: Official Super Bowl Parties, Hot 100, Indy 500
- Karma: Masquerade, Halloween, Kandyland
- Wonderfront: Road to Wonderfront, Wonderfront Music Festival
- Fashion Shows, Charity Events, Masterminds, Networking, Brand Debuts

Hospitality Manager / Artist Relations (01/2015 – Present)

- Artists worked with include: Maroon 5, Enrique Iglesias, Daddy Yankee, Kygo, Cardi B, Dj Kahlid, Jamie Foxx, G-Eazy, The Chainsmokers, Lil Jon, Migos, George Lopez, Da Baby, Diplo, Jbalvin, Katie Holmes, Donald Trump, Dennis Rodman, Brande Roderick, Dj Tiesto

Smash Global- Event Producer (01/2016 – Present)

- Smash Global is a black-tie MMA Gala event that I have the honor of producing bi-annually attended by Hollywoods elite
- Honorees Include: Tito Ortiz, Chuck Liddell, Mel Gibson, Dolph Lundgren, Lou Ferrigno, Mickey Rourke, Freddie Roach, Rigan Machado, Steven Seagal

TV Production/Audience Casting (01/2002 – Present)

- Networks: MTV, VH1, ABC, NBC, NICK, NETFLIX, SPIKE, LOGO
- Award Shows: MTV Movie & Music, Peoples Choice, Guys Choice, NHL, LOGO
- Tv Shows: Real World, Road Rules, Jersey Shore, Terriers, Behind The Music

TECHNICAL SKILLS

Microsoft Office

QuickBooks

Mail Chimp

Wordpress

Photoshop

E-Comm

Illustrator

InDesign

SEO

Troubleshooting

Excel