

MATTHEW DAILEY

CREATIVE DIRECTOR and PRODUCER

www.Matthew-Dailey.com

Matthew@Matthew-Dailey.com

646-942-2335

OVERVIEW:

As a seasoned creative theatrical director and producer with over two decades of experience in theater and nightlife, I have a proven track record of success in managing large teams and overseeing multiple simultaneous projects on a global scale.

My strong communication and interpersonal skills allow me to effectively interact with all stakeholders throughout a project's creative and budgetary development. I am adept at balancing creative and corporate demands, prioritizing tasks, and thriving in high-stakes, multicultural environments.

My creative leadership enables me to guide projects from concept to reality, articulating my and my client's visions to technical designers, artistic designers, and support staff at all stages of development.

PROFESSIONAL EXPERIENCE:

MATTHEW DAILEY CREATIVE LLC. 03.2020 - Present
Owner

- Freelance creative director and producer specializing in large scale, high budget immersive variety theater and events with a particular focus on the intersection between nightlife and theater.
- Clients include: Meta, On The Move Events, Amazon, Autumn Experiential, The Ned Nomad, The Stranger, Bloomingdale's, Stefan Beckman, Virgin Voyages, The Box, OTBA, Sony Hall, The Seaport District, Blunderland Variety, House Of Yes, One Earth Rising

THE TIN BUILDING BY JEAN GEORGES & CREATIVE CULINARY MANAGEMENT 01.2023 - 10.2023
Director of Programming

- Oversaw entertainment programming for The Seaport district's businesses and venues, including The Tin Building and The Fulton by Jean Georges, as well as Pearl Alley, Malibu Farm, R17 Rooftop, and The Garden Bar
- Reporting to the VP of Tin Building, the CEO of Jean Georges, and the Howard Hughes Executive Team, I track ROI and KPIs and establish metrics to measure programming effectiveness in marketing, foot traffic, customer satisfaction, and sales.
- Developed synchronized programming and marketing calendars for The Tin Building, The Fulton, Creative Culinary Management, the R17 Concert Series, and Howard Hughes across the Seaport District.

HOUSE OF YES 01.2019 - 03.2020
Executive Creative Director / Producer

- Represented House Of Yes launching the nightclub/cabaret venue "Paradise Club" at the Edition Hotel Times Square
- Co-director and producer of the immersive dinner show "The Devouring" and the director of late night entertainment
- Creative director on all scripts, music, scenic, lighting, costumes, choreography, staging and performer coaching
- Executive Producer managing all budgets, generated and negotiated contracts, and handled all details pertaining to the cast, designers, and production teams.
- Developed and directed internal and offsite events for clients such as Posadas Hotels, Virgin Voyages (Scarlet Nights Heartbeat), Victoria's Secret (Bombshell Launch), San Pellegrino (Young Chef Awards), Penfolds Wines (2019 Vintage Launch), and Street Easy.

THE BOX NYC 11.2013 - 11.2019
Associate Director / Associate Producer

- Production and creative lead for late-night immersive variety shows at Box locations in New York City and London, developing entirely new shows weekly, 52 weeks a year
- Production and creative lead at global pop-up events and shows
- Contract negotiation and schedule management for hundreds of artists, performers and designers
- Responsible for profit driven nightly entertainment with metrics in place to gauge audience engagement and spending
- Creative brand synergy with Timberland, Ferragamo, ICB, Journelle, Will.I.Am Cuff

PEACE BISQUIT (RECORD LABEL AND ARTIST MANAGEMENT) 02.2008 - 11.2012
Artist Management and Representation

- Managed the careers of agency artists on both creative and financial levels. Duties included contract negotiation, tour scheduling, record releases, and show and event planning
- Created an in-house production department responsible for developing live shows and music videos for artists

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SELECTED WORKS (THEATER, FILM AND EVENTS)

EVENT

Dirty Circus / Foreplay Shows 2022 - Present
Aveva World Conference Opening
Lil NaS X - HOTBOX Live Stream
Discover Global Partners Gala
Death Magic Chaos
Fortune Gala at Jazz at Lincoln Center
St Moritz Private Birthday Celebration
Amazon Trust
Christmas Spectacular 2019, 2021, 2022, 2023, 2024
The Ned NoMad - Haunted Hotel 2022, 2023, 2024
Horse-facts
Bloomingdales Window Reveal Party Characters
Perspephone
Blunderland
Heartbeat (Scarlet Night)
The Devouring: A Marriage of Heaven and Hell
Refinery29 - New Fronts 2016, 2017, 2018
The Dark Circus
Culture Shock
Big House - Feature film
Baz Luhrmann / Barney's 2014 Holiday
I...Amanda Lepore
Broadway Cares (Broadway Backwards)
Face And Body/The Ones - Music Video
The Mad World Of Miss Hathaway 9
The Tantric Shaman
BedBugs!!! The Musical
Let's Celebrate The Ones
(I Hate...) Daisy Spurs - Music Video
The Ones / Fashion Night Out NYC

TITLE

Resident Director / Producer
Creative Director
Producer
Entertainment Producer
Assistant Director
Entertainment Producer
Producer
Creative Director / Producer
Director / Writer / Producer
Creative Director / Producer
Director
Producer / Creative Director
Writer / Creator
Director
Director / Producer
Co-Director / Producer
Director / Writer
Writer, Choreographer, Director
Director / Writer / Choreographer
Choreographer
Assistant Choreographer / Producer
Producer / Choreographer / Director
Associate Choreographer
Creative Director, Choreographer
Director
Choreographer
Assistant Director / Choreographer
Director / Choreographer / Producer
Producer, Choreographer
Choreographer

CLIENT / VENUE

House Of Yes
Tallen Inc
OTBA
On The Move Entertainment
House Of Yes
On The Move Entertainment
OTBA
Autumn Experiential
House Of Yes
OTBA
The Brick Theater
Stefan Beckman Studio
Virgin Voyages
Blunderland Variety
Virgin Voyages
The Edition Times Square
Refinery29
Private Residence/Beverly Hills
Brassaii Toronto
Dir. Jean Emmanuel Godart
Barney's New York
Highline Ballroom, NYC
Palace Theater , NYC
Dir. Aaron Cobbett
Celebration Of Whimsy, NYC
Dixon Place Theater, NYC
Chernuchin Theater, NYC
Dixon Place Theater, NYC
Dir. Eric Milette
Bergdorf Goodman, NYC

PERFORMER / DANCER

The Daisy Spurs
Dusan Tynek Dance Theatre
Company Rindfleisch

Company Member
Company Member
Company Member

2006 - 2012
2005 - 2010
2005 - 2008

TEACHING

Dallas Conservatory for the Arts
Windhover
Open Look Festival
Toronto Public School Board

Contemporary Technique
Modern, Jazz, Partnering
Jazz, Partnering
Intro to Dance

Dallas
Massachusetts
St Petersburg, Russia
Toronto, Canada

EDUCATION

Ryerson / Toronto Metropolitan University (2000-2004), Toronto Ontario Canada
BFA Dance / 2003 Dance Award, 2003 & 2004 Highest GPA Awards, Honors Dean List

George Brown Theater School (1995 – 1998), Toronto Ontario Canada
Diploma in Classical Acting/Theater