

ALLISON LANZA

OBJECTIVE

I am a Nashville, Tennessee based music industry professional, looking for opportunities to utilize skills accumulated over seven years as a touring Merchandise Manager and VIP Coordinator.

SKILLS

Atvenu, Quickbooks, Square, Shopify, etc
Microsoft Office, Adobe Creative Suite
Customer Service, Leadership, Social Media
Sewing and Clothing Repair

EDUCATION

Columbia College Chicago
BA in Music Business Management
Honors Class of 2017

CONTACT INFO

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References provided upon request

VIP REPRESENTATIVE EXPERIENCE

VIP Nation | February 2019 - Present

- Experience in North American and European venues ranging from theaters to stadiums
- Advance event details including catering, security, and parking
- Hire and manage up to 10 local assistants in each market to assist day of show
- Direct check-in operations for up to 1500 guests
- Execute pre-party including refreshments, early entry, photobooth, and other activations
- Manage post-show meet and greets for up to 200 guests
- Maintain accurate inventory counts and coordinate drop shipments of merchandise

P!NK (Jun-Nov 2023)

NMIXX (May 2023)

The Weeknd (Nov 2022)

Jack White (Apr-Sept 2022)

TWICE (Feb 2022)

Kidz Bop (Feb 2019, May-Sept 2019, Nov-Dec 2019)

Freelance | February 2018 - Present

- Responsible for setting up meet and greets pre or post show
- Prepare and oversee VIP programs with up to 200 participating fans

King Princess (Oct-Nov 2022)

The Aces (Nov-Dec 2021)

PVRIS (Aug-Sept 2021)

The Wrecks (Nov-Dec 2018)

Nothing But Thieves (Feb-Mar 2018)

MERCH MANAGEMENT EXPERIENCE

Freelance | October 2017 - Present

- Experience in clubs, theaters, small arenas, and amphitheaters
- Advance merchandise with venues ahead of appearance
- Responsible for inventory tracking and re-ordering product
- Load in, set up, and tear down displays nightly
- Offer attentive and friendly customer service to patrons
- Complete settlement with venue representatives following event

Vance Joy (Feb-Mar 2023)

King Princess (Oct-Nov 2022)

Lord Huron (Sept-Oct 2021, May 2022)

PVRIS (Aug-Sept 2021)

Hoodie Allen (Sept-Oct 2019)

Stars on Ice Canada (Apr-May 2019)

Aphex Twin (Apr 2019)

The Aces (Feb-Mar 2019, Nov-Dec 2021)

The Wrecks (Apr-May 2018, Nov-Dec 2018)

Nothing But Thieves (Oct-Nov 2017, Feb-Mar 2018, Sept-Oct 2018)

ADDITIONAL EXPERIENCE

ECOMMERCE INVENTORY COORDINATOR

Manhead Merch | Feb 2021 - July 2021

- Coordinated directly with warehouse teams
- Placed product orders for artist web stores
- Coordinated discrepancies and oversolds
- Photographed products and edited images for web stores

ACCOUNTING ASSISTANT

Vans Warped Tour | June 2017 - August 2017

- Provided direct support to tour accountant with required operations
- Collected and recorded daily deposits from tour sponsors
- Distributed per diem payments to tour employees
- Balanced cash on hand post-settlement