

Keenan Van Name

Winston-Salem, NC | kvaname1234@gmail.com | [Website](#)

MFA Candidate - Production and Project Management

Soon to be graduate with notable career experience driving initiatives across the entertainment and hospitality industries.

An exceptional graduate student and management professional with viable experience developing and implementing business processes to enhance operational efficiency. Highly motivated to bring vision and talent to a respected organization that values hard work, dedication, and results. An experienced leader and mentor skilled in guiding teams through various project and production engagements ensuring industry best practices are followed while adhering to project scope, timeline, budget, and quality standards.

Core Competencies:

- Marketing
- Customer Service
- Human Resources
- Sales and Negotiation
- Organizational Behavior
- Theater and Film Production
- People Management
- Budgeting
- Client Relationship Building
- Industry Analysis
- Strategic Planning
- Financial Forecasting
- Supply Chain Logistics
- Standard's Documentation

Professional Experience

Mel's Commissary

Director Of Catering, August 2016 – July 2019

Key Achievements:

- Managed the successful end-to-end delivery of large catering events for clients.
- Supervised and managed all activities on-site such as the overseeing of staff to ensure all quality standards were being met.
- Facilitated a partnership amongst well-established restaurants in Chapel Hill, NC to create a new catering menu.
- Oversaw the creation and distribution of the marketing material which led to a boost in customer sales.
- Established a financial reporting system that increased the transparency of cash flow within the business. This increased transparency led to the reduction of exposed risk in the business.
- Developed a pricing model that would project demand based on future customers projections across from the financials received from partnering restaurants.

OppenheimerFunds

Junior Analyst, May 2015 – July 2015

Key Achievements:

- Led a data analysis effort to compare commission reports with broker data to determine risk exposure for the fund.
- Assessed public and private equities that showed potential future value. These assessments were then curated and pitched to investment team members.
- Collaborated with analysts to develop a strategy presentation for the marketing department to attract younger investors to the fund.

Continued...

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Academic Experience

Assistant Production Manager

Helped facilitate all production documentation and recorded meeting minutes in coordination with the production manager.

Shows:

- A Midsummer Night's Dream – Fall 2019
- The Odyssey – Spring 2020
- Spring Dance – Spring 2020

Production Manager:

Facilitated and coordinated all necessary components of the production. Collaborated with all the production departments in order to realize the director's vision on time and under budget.

Shows:

- Down in the Face of God – Fall 2020
- Miser – Spring 2021
- Love and Depositions – Spring 2021

Director of Production Management:

Provided insight and direction for the acting PM that is on the production. Acted as a liaison between the production management team and the departments advisor

Shows:

- Patron Workshop Series – Fall 2021
- Coriolanus – Winter 2022
- Patron Workshop Series – Spring 2022
- Spring Dance – Spring 2022

Relevant Courses:

- Principles of Marketing
- Strategic Management and Leadership
- Law and the Arts
- Managing Production Processes
- Accounting and Financial Management
- Business of Producing Film

Technical Proficiencies

Platforms: Monday.com, Google Workspace, WordPress, Dropbox, and Microsoft 365

Education and Credentials

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Master of Fine Arts - Production and Project Management | University of North Carolina's School of the Arts | 2022

Bachelor of Arts – Business Management | Appalachian State University | May 2016