

Lana Ludovico, Creative Strategist, Tour Manager & Social Change Innovator

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LINKS

[Website](#)

PROFILE

Lana Ludovico is a creative strategist, DJ and Entrepreneur. Her expertise is in the intersection of music, culture and strategic change. Lana's objective is to demonstrate the ways music has the power to shift culture. As a DJ and Cultural Organizer, she is passionate about utilizing the universal language of music to galvanize her communities throughout the world. Lana has a wealth of work experience in creative strategy building and live production

SKILLS

Communication	Brand Development
Cultural Relevancy	Tour Management
Team Management	Strategic Planning
Innovative Problem Solver	Festival Production

EDUCATION

Aug 2013 — Aug 2017	Mindful Entrepreneurship in the Music Industry, University of Redlands: The Johnston Center of Integrative Studies	Redlands, Ca
Jul 2018 — Oct 2018	Music Business, Copyright, and Live Broadcasting, University of California, Los Angeles Extension	Los Angeles, CA

EMPLOYMENT HISTORY

Jun 2020 — Present	Realtor & Marketing Director, Rimma Realty	San Francisco	<ul style="list-style-type: none">• Generate new business through targeted marketing strategies and client referrals• Develop positive relationships with clients, negotiate contracts and execute closings• Integrated all digital marketing strategies for listings and brokerage online• Shot all listing photos, marketing videos and led all website integrations
Mar 2019 — Present	Safety Coordinator - Everyone Initiative, Goldenvoice	Los Angeles	<ul style="list-style-type: none">• Creative concept and ideation: co-shaping goals and mission with Goldenvoice additional subcontractors• Community impact integration with Goldenvoice impact initiatives• Production and Design: support production manager with onsite space function and design;• Hiring: Hire 60+ staff for the festivals..
Jan 2019 — Mar 2020	Tour Manager , Ganges Flow Music	Los Angeles, CA	<ul style="list-style-type: none">• Prepare and coordinate all budget, travel and housing for two North American tours• Administer and arrange performance needs with venues and settlements• Arrange and facilitate all marketing events: Meet and greets, appearances, and promotional opportunities
Aug 2019 — Jan 2020	Marketing and Production Coordinator, PLUS ONE society	Los Angeles, CA	<ul style="list-style-type: none">• Event & Live Show Production• Talent Coordination& Brand Partnerships• Campaign Ideation & Marketing
Mar 2018 — Sep 2018	Client Services Coordinator, A-OK Collective Experiential Marketing Agency	Los Angeles, CA	<ul style="list-style-type: none">• Lias between client and in-house production and creative teams• Assist, develop and initiate client relations throughout the entire project cycle• Support the ideation and presentation of creative pitches to clients
Feb 2018 — Jul 2018	Executive Lead of Digital Impact & Guest Experience, We Rise LA	Los Angeles, CA	<ul style="list-style-type: none">• Utilize music and art to galvanize communities to address mental health• Compose empowering experience for artists to recognize their power of influence• Design and lead digital campaign that creates a clear "Call to Action"
Aug 2015 — Oct 2017	Producer, Viral Studios Inc	Los Angeles, CA	

- Determine production size, content, budget, production schedules and marketing strategy
- Compose and edit scripts, or provide story outlines from which scripts can be written.
- Conduct meetings with staff to discuss production progress and to ensure production objectives are attained.