OLIVIA PORTH

EVENT PRODUCER

Available nationwide
Remote or on-site · open to travel
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$55–70M
annual fundraising supported at United Way

100+
live events and brand activations produced

1,700+
guests at the largest single-day event

$400K
raised at one fundraising event

PROFILE

Event producer who runs live experiences end to end: concept, budget, vendors, talent, run of show and the day itself. Spent six years producing donor, Board and community events for United Way of King County, an organization raising $55–70M a year, after starting in experiential marketing for pro sports and retail brands.

EXPERIENCE

United Way of King County — 2020 – 2026

Engagement Strategies Lead · Seattle, WA

Promoted through six roles, from AmeriCorps VISTA to Development Strategy Partner (2024) and Engagement Strategies Lead (2025).

- Produced hundreds of donor experiences, executive and Board engagements and staff events for an organization raising **$55–70M a year**.
- Worked directly with the CEO and senior leaders on Board of Directors engagement and managed several Board committees.
- Creative strategist, livestream host and talent manager for the inaugural **Community BBQ with Doug Baldwin Jr.**: 1,700+ attendees, $16,900+ raised in four hours.
- Creative direction and talent management for **Eat, Drink & Be Generous** (2024), which raised $400,000.
- Co-chaired a week-long virtual staff campaign with a newsroom concept (video, podcast, auction) that raised **$84K+**.
- Designed and facilitated annual team and quarterly leadership retreats, including a 30-person retreat on a $500 food budget.
- Recruited, trained and deployed 175+ volunteers for direct-service projects.

Dietz Sports & Entertainment — 2016 – 2020

Event Manager · Marketing Coordinator · Farmington Hills, MI

- Managed on-site production for **100+ events and brand activations** for partners including the Detroit Lions, Detroit Tigers, University of Michigan and Meijer.
- Promoted from team member to Event Manager within a year; trained and coached new event staff.
- As Marketing Coordinator, managed client relationships across an assigned territory and planned activations with on-site teams.

INDEPENDENT PRODUCTIONS

- **Unbound**, Seattle. Founded and produced a weekend dance convention across three annual editions: about 150 attendees and 20 educators.
- **Flip the Switch**, Los Angeles (2022–2024). On-site production and talent management for a 400-attendee dance convention.

PRODUCTION

- End-to-end production
- Run of show
- Day-of direction
- Budget management
- Vendors and venues
- Talent and VIP handling
- Volunteer leadership
- Guest experience
- Creative direction
- Livestream hosting

PARTNERS

- Detroit Lions
- Detroit Tigers
- University of Michigan
- Meijer
- United Way of King County

TOOLS

- ChatGPT · Claude
- Canva · CapCut · Wix
- Google Workspace
- Microsoft Office
- Meta Business Suite

EDUCATION

Michigan State University
B.S. Nutritional Sciences
Morrill Leadership Fellow
MSU Elite Dance Team