

Tolisa Abrams

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PROFESSIONAL EXPERIENCE

Brand Experience Manager (Production Operations & Experiential Marketing) – REVOLT TV & Media LLC (Six Zeros Agency) | Jan. 2022 - Current

- Lead end-to-end execution of branded content productions, live events, and experiential activations, managing strategy, budgets, timelines, and stakeholder alignment.
- Partner cross-functionally with creative, marketing, partnerships, production, and client teams to deliver high-impact brand experiences.
- Manage execution of marquee cultural events and activations including REVOLT House at SXSW, Prizm Art Fair at Art Basel, Back In Session Concert Tour (Verizon), and Revolt World Festival.
- Develop event and production workflows that enhance operational efficiency, resulting in a 70% reduction in production timelines and costs.
- Oversee vendor sourcing, contract negotiations, partner relationships, and lead budget management across multiple projects while maintaining production quality and audience experience.
- Support sponsor-facing initiatives by preparing pitch materials, production plans, and presentation decks for prospective and existing brand partners.
- Drive problem-solving and decision-making during live events and productions to ensure seamless execution and stakeholder satisfaction.

Founder & Event Producer – Rare Occasion LLC | Sept. 2020 – Current

- Founded and oversee a creative experiential company producing culture-driven events, activations, and brand experiences.
- Develop & produce creative event concepts and design that foster audience engagement, brand visibility, and meaningful storytelling for overall impact.
- Lead client relations, partnership development, sponsorship outreach, and vendor management.
- Manage project budgets, contracts, negotiations, and production logistics from concept through execution.
- Collaborate with external partners to deliver memorable live experiences that align with client and audience objectives.

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Communications – Howard University, 2015

TOOLS & SOFTWARE

Project Management, Monday.com, Notion, Google Workspace, Microsoft Suite, Movie Magic, Canva

SKILLS & EXPERTISE

Brand Experience Management, Experiential Marketing, Event Strategy & Execution, Cross-Functional Leadership, Partnership & Sponsorship Management, Stakeholder Engagement, Audience Experience Design, Budget Management, Vendor & Agency Management, Event Production, Project & Program Management, Process Optimization, Brand Activations, Content Production, Team Leadership

References available upon request.