

# Brecken Rivara | Events and Marketing Director

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Website: [www.BreckenArt.com](http://www.BreckenArt.com)

## CORE COMPETENCIES

Event Producer, Project Manager, Promoter, Digital Design, Social Media, Fine Artist, Hospitality

- Certifications: CPR, OLCC, FHC

## PROFESSIONAL EXPERIENCE

### **UnRefined Palette, Portland, OR**

2022- 2025

Owner

- Comedy “paint and sip” company enlisting local talent to co-host paint class parties – both as private events and weekly public series held at several partnered venues throughout the Portland Metro Area.
- Responsible for concept, branding, name, logo, website, merchandise, business plan / pricing structure and membership development / public and private event host, teacher, DJ, organizer, marketer, set up, check in and inventory supplier (including full catalog of original paintings) / emergency headset and lighting technician / one-woman event staff and full time marketer.

### **Parallax Art Center, Portland, OR**

2020- 2022

Director of Events and Marketing / Project Manager

- Nonprofit devoted to social equity through inclusive programs, exhibitions, and experiences.
- Developed mission, branding, name and logo development of Parallax Art Center
- Concept and management of quarterly art shows and full monthly/weekly event calendar.
- Ran event ticketing, social media marketing and promotion, including copy, style guide, poster/flyer design, community outreach and cross promotion with local business owners.
- In charge of organizing installation, as well as transportation of all shipped and local art and event necessities.

### **Freelance Digital Media Marketer**

2015 - 2020

Contracted to lead/assist social media campaigns for multiple festivals and small businesses around the world:

- *Tadah Artist Habitat* in Antalya, Turkey
- *Kindle Northwest* in Cloverdale, Oregon
- *SWHOOP Convention* in Bristol, England
- *Soulmind Studios* in Berkeley, California
- *Oz Hoop Con* in Melbourne, Australia
- “*Get the Ring*” *Hoop Convention* in Elm, Switzerland

### **Brecken Hoops, Oakland, CA**

2009 – 2020

Self/Owner

- Held, organized and promoted dance workshops and all-inclusive retreats in over 150 locations internationally, featuring a personally-developed movement methodology that remains prominent in the world of circus.
- In charge of all operations, often including food and lodging at retreats, as well as venue booking, contract negotiation and travel.
- Marketed frequent tour dates through personal networking, social media, video production and appearances.
- Developed a website with payment engine that sold tickets and merchandise, often on payment plans.
- Full time business for over 8 years, part time for 4

## EDUCATION

### **Maryland Institute of College Arts (MICA), Baltimore, MD**

Graduated 2007

Bachelor of Fine Arts, Painting