

Sumana Mahesh

(778) 887-9182 | sumanamahesh1@gmail.com | Vancouver, BC

Professional Summary

A Creative Director with a rich five-year background, specializing in crafting and overseeing creative strategies, conceptualizing immersive experiences, managing artistic teams, and ensuring seamless execution of projects. A proven track record of cultivating strong connections with clients to deliver exceptional and innovative productions that align with their vision and objectives.

Professional Experience

Consultant March 2023 - Present

- Curating turn-key installation of lasers for clubs and wedding venues across Vancouver and Edmonton.
- Time-coding and designing lasers for track releases for artists across Canada.
- Developing storyboards (laser graphic animations) for product launches.
- Set up, live operation, and production design for events (600 - 800 floating & still crowd).

LaserTech Entertainment Jan 2020 - March 2023

Creative Director

- Led planning and execution for over 50 high-profile events in multiple cities, collaborating with government entities, Fortune 500 companies, and international artists.
- Drove business growth by securing partnerships with key industry players, resulting in a 30% increase in company revenue.
- Identified key equipment needs for events, resulting in a 20% increase in operational efficiency and a 15% reduction in resource waste.
- Led cross-functional teams to produce full-cycle events using new processes leading to a 25% decrease in equipment maintenance costs and a 10% increase in client satisfaction ratings.
- Implemented innovative strategies to curate unique immersive experiences tailored to each industry

Education

- MBA - University Canada West, 2023.
- B.Tech in Computer Science Engineering - Presidency University, 2019.

Skills & Certifications

Event Planning, Client Relations, Problem-Solving, Cross-team Collaborations, Immersive Design Experience, Resource & Budget Management, Workflow Documentation, Immersive Experience Design
