

MACKENZIE GREINER

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Current Contract:
General Manager
RWS Project -
Midtown Manhattan

PROFILE

Creative professional that excels in the areas of management, event management, client services, customer service, creative problem solving and building talented teams. Someone who thrives on making connections with people young, old and from all walks of life.

MOST RELEVANT EXPERIENCE

General Manager, RWS Global - Jimmy Fallon's Tonightmares with NBCUniversal — 2024

- Oversaw daily operations while coordinating with actors and house staff to ensure efficiency and positivity
- Ensured all theatrical elements and equipment remain in good working condition while coordinating with technical staff and building partners
- Managed budget, reporting and tracking expenses to ensure timely financial reporting
- Maintained a high standard of guest service, handled guest inquiries and feedback efficiently
- Upheld confidentiality and overall curiousness when accommodating HNW individuals

Lead Opening Site Manager, Sweet Co/Lab with KGM Theatrical — 2023 - 2024

- Built an onsite team of 25 stellar humans to keep the space running daily
- Liaised with the creatives and producers to come up with creative solutions for logistical issues and improvements to the experience
- Handled logistics to keep the experienced stocked and always improving upon itself as well as technical issues that needed to be handled in the moment
- Led, planned and managed internal events and external brand activations within the space while pivoting daily to adjust to the ever changing clientele and their needs
- Managed vendor relationships while keeping budgeting and stock on track for daily events
- Handled special requests for buyouts of the space as well as set prices for services provided
- Trained all new employees on general practices, scripting and mechanics of simple magic tricks used within the experience along with creation of handbook and procedures
- Worked with marketing team on new initiatives and how to present new elements of the experience

General Manager, Pure Imagination Party Company — 2020 - 2023

- Coordinated and staffed an office team of 10 as well as 150 contractors
- Oversaw the process of each event from client's initial contact to completion of event
- Managed and coordinated all aspects of production for each event
- Personally worked with UHNW clients to cater to their events and makes sure they were exactly what they envisioned
- Oversaw accounting department to make sure payroll was completed weekly and handled any disputes from contractors
- Set individualized sales goals for each employee for ensured growth
- Oversaw all social media accounts, identified new target markets, spearheaded new marketing initiatives to not only grow our client base but create return clients

Business Manager, TalkAboutDepression.com — 2020

- Strategized with the team to decide how to allocate funds that had been donated
- Upheld a mission for mental health and made sure practices were implemented for staff members
- Implemented and set standards for best practices within the company for growth
- Handled intern program and worked with them weekly on their progression

Founder, Producer and Director, The Sunday Six — 2019 - 2020

- Produced and Directed 5 shows in short periods of time with little to no budget
- Created strategic production schedules to keep everything on track
- Worked in live, prerecorded and virtual settings
- Sourced talent such as writers, actors and crew for each show
- Collaborated with creatives to achieve each selected goal for each show within the 6 given hours

OTHER EXPERIENCE TITLES

Performer, Costume Designer, Wardrobe Lead, Wig Stylist, Data Assistant, Stage Manager, Shift Lead (quick service food), Spacial Theatrical Consultant, Sales Associate, Tasting Leader, Mansion Ambassador

EDUCATION

Manhattan School of Music — BM, 2020

SKILLS

People person, interacts with children and animals well, organized, reliable, trustworthy, proficient in Theater Inventory data system, proficient in Microsoft Office and Excel, Google GSuite, POS systems, Costuming, Theatrical Directing, Management, Event Management, Vendor procurement, Client relationships, Working with UHNW Individuals