KAYLA ROSS

LIVE EVENT & CONCERT OPERATIONS

ORGANIZED • RELIABLE • TEAM PLAYER • SOLUTION-FOCUSED

CONTACT

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EDUCATION

High Point University
High Point, NC
Master of Arts (M.A.)
Communication and Business Leadership
Summa Cum Laude, April 2026

High Point University
High Point, NC
Bachelor of Arts (B.A.)
Major: Event Management
Minor: Media Production & Entrepreneurship
Magna Cum Laude, May 2025

- *HPU Presidential Scholar*
- *Alpha Lambda Delta National Honor Society*
- *Lambda Pi Eta National Honor Society*

SKILLS

- Event Production
- Concert & Show Operations
- Artist & VIP Hospitality
- Vendor Negotiations & Crew Management
- Budgeting & Cost Tracking
- Merchandise Sales
- Marketing & Promotions
- Sponsorship & Partnership, Brand Management
- Team Leadership
- Media Production, Photography, Videography
- Drone Operation
- Podcast Production
- Microsoft Office, Adobe, AI applications, media production software, Canva & design tools
- Percussionist

CERTIFICATIONS

- Certified Event Planner
- Certified Wedding Planner
- FAA Drone Pilot License
- ServSafe Food Handler
- Certified Lifeguard
- Certified CPR, AED, First Aid
- Inclusivity Assessor Certification
- Event Strategist Certification

PROFESSIONAL SUMMARY

Creative, detail-oriented event professional with hands-on experience in live event production, festivals, concerts, media production, and corporate events. Known for being a reliable team player, adaptable, and dedicated. Thrives in fast-paced environments and is eager to continue growing skills within the live entertainment and concert industries.

EXPERIENCE

GRAND OLE OPRY — 2026
Photographer and Retail Sales Associate, Part-Time
- Guest photographer, editor, and guest relations
- Operate POS and handle cash management
- Restock retail displays

KALEIDOSCOPE ENTERTAINMENT, INC. — 2015–2026
Event Operations Manager, Part-Time
- Organize & manage events of various scales including concerts, live events, tradeshows, meetings, festivals, and corporate events
- Staffing, vendor operations
- Oversee event logistics
- Vendor coordination
- Merchandise & ticket coordination and sales
- Concert stage crew, production crew
- Artist hospitality coordination

CMA EDU CAREER DEVELOPMENT PROGRAM — 2024–2026
Selected Participant
- Selected for renowned career development program by the Country Music Association (CMA)
- Access to prominent industry professionals, educational sessions, & networking opportunities
- 2024 & 2025 CMA Awards Temporary Media Staff
- 2025 & 2026 CMA Fest Temporary Media Staff
- Candid photographer for MaRynn Taylor Concert

SPRINGFIELD ARTS COUNCIL (OH) — Summer 2024
Live Events Production Internship
- Supported 25+ live event productions including concerts, festivals, Broadway tours, and fundraisers
- Assisted with merchandise coordination and event sales
- Coordinated artist travels and guest and VIP experiences
- Created marketing materials and social media content
- Supported stage crew, ticketing, parking, sound, and lighting
- Assisted with fundraising and community outreach initiatives
- Coordinated VIP tent operations and special event experiences
- Photographed and Videographed Events

LEADERSHIP EXPERIENCE

- Springfield Country Club Swimming Pool Manager, 3 years, 2023–2025
- HPU Planning on Point Event Club President 2 yrs, VP 1 year
- HPU Communications Media Fellows Board, 4 years
- HPU Communications Fellows Community Service Chair
- HPU Band, Wind Ensemble, Drumline Section Leader, 5 years
- HPU Master's Program Outstanding Teamwork Award Recipient

INDUSTRY PARTICIPATION & AWARDS

- Grammy U Member
- CAA, The HUBB Leadership Summit Participant
- 2025 Maymester/Italy/Media Production
- Credited PA for ABC/Disney/John Legend Finding Harmony TV Show
- ABC's American Music Awards-Shadowed Production
- ABC/Disney's Beauty & The Beast 30th Anniversary-Shadowed Production
- International Association of Expositions and Events (IAEE): Helen Brett Scholarship Recipient
- National Association for Campus Activities (NACA): Harris Goldberg/Concert Ideas Scholarship Recipient
- Selected as a Top 5 Finalist in the 2024 Professional Convention Management Association (PCMA) Global Student Competition.
- HPU Presidential Scholar
- Springfield Symphony (OH), Lancaster Festival (OH) Intern

CREATING MEMORABLE MOMENTS, ELEVATING EXPERIENCES.