**TARIQ BALDWIN**

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A wide array of international experience in creating and managing productions; marketing campaigns and

artists, has taught me to be highly adept at tapping into trends and market movements. With a history of venue curation and management; collaborating with owners, musicians, artists, dancers and

videographers. These experiences helped to sharpen my communication skills exposing an ability to

effect stellar stakeholder collaboration; ensuring client and guest satisfaction.

**VALUE ADDED SKILLS**

Creative Production | Production | Creative Direction | Social Media Marketing | Event Management | Artist Management | Contract Negotiation | Booking Agent | Branding | Social Media Content Development | Location scouting | Set Design | Project Management | Event Logistics | A&R | Branding | Audience Engagement |

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**PROFESSIONAL EXPERIENCE**

**FORTE | Temecula, CA | Founder/Creative Director | October 2022 – Present**

A production company & social platform built to highlight the talents and stories of creators who put their creations first. Growing this company from nothing to a my task included:

* Developed and implemented creative strategies for brand storytelling, leading to stronger connections with our audience and followers.
* Ensured brand consistency across all platforms and media, reinforcing the brand’s unique personality and appeal.
* Seamlessly transitioned between diverse projects, maintaining strong attention to detail and upholding a professional demeanor at all times.
* Sourced, managed, and maintained strong relationships with both emerging and established talent, overseeing processes from preproduction to postproduction.
* Grew the brand from inception into a widely recognized platform boasting thousands of social media followers and internationally acclaimed talent.
* Led the design and production of merchandise, ensuring a cohesive and consistent brand image aligned with our platform's ethos.
* Managed project budgets and timelines effectively, ensuring smooth and timely delivery of productioins.
* Created and developed video project treatments and storyboards, sourced filming locations, directed, and edited content, enhancing the platform's overall narrative.
* Employed creative writing skills to produce compelling and engaging content, contributing to overall brand resonance.
* Applied understanding of performance-based marketing strategies to optimize brand reach and impact.

**THE CREATIVE AGENCY | Dubai, UAE / California, USA | Creative Producer | December 2019 – August 2022**

A full-service video production company specializing in promotional ads, commercials, marketing

campaigns and music video production where spearheading business development and client liaison;

increasing client base by over 30%, I successfully:

* Led the Production team; streamlining internal team operations and project managing events.
* Developed a network of hand-picked artists, musicians and influencers who’s aesthetic and artistic

approach aligned with agency and client requirements and image.

* Oversaw licensing and permitting with relevant regulatory agencies.
* Selected venues, dancers, artists, models, vehicles and boats for music and corporate video shoots.
* Curated set designs for productions to ensure anaesthetically pleasing final product.
* Created shot lists; while managing set activities and staff ensuring compliance to project timetables.

**Industrial Avenue | Dubai, UAE | Booking Agent | November 2018 – March 2019**

Dubai’s premier underground party venue and live music nightclub and bar hosting a wide range of celebrity and corporate events. Serving as booking agent and event organizer:

* Sourcing and booking popular DJs and musicians for special event and nightly performances; helping draw targeted audiences.
* . Negotiating with talent and promoters; helping oversee contract preparation
* Ensured event success and guest satisfaction; driving guest satisfaction and participation.
* Provided a welcoming atmosphere; attending to guest needs and requirements.
* Helped oversee food and beverage activities; coordinating between front and back of house operations.
* Deployed heightened conflict resolution skills; ensuring successful restaurant and event activities.

**PIXEL | Dubai, UAE | Video Producer | July 2017 - September 2018**

A digital marketing agency with clients throughout the Middle East and North Africa regions where in an intern role; where supporting digital branding and user engagement, I was responsible for:

* Directing, producing and editing video and photo shoots for numerous clients including the Dubai government.
* Overseeing client marketing campaign photo and video shoot set designs.
* Devising shot list and became the leading point of contact for all Social Media creative content.

Managing clients’ Social Media to promote audience engagement

**KBC LTD | Dubai, UAE | Event Producer intern | December 2016 – January 2017**

Supporting talent acquisition and client relationship management efforts of a regional Human Resources and Staffing agency, I was contracted to:

* Identify and curating events to attract regional talent to client opportunities.
* Arrange international travel and accommodation for visiting talent and applicants and coordinating event speakers and special guests.
* Negotiate deals on behalf of the training manager for requests pertaining to creative outsourcing.

**Complementary Event and Artist Management Experience**

**@OFFICIALSAIN** **| Artist Manager | December 2019 – February 2021**

An up and coming artist I promote across social platforms including Instagram and YouTube to grow his fan base and connect to new collaborative partnerships; while:

* Liaising with venues to host performances and organize album release parties
* Serving as Creative Director for music videos; working with directors, actors and models.
* Determining which content makes the cut and which should be scraped or saved for a later project.

**Hip Hop Society | University of Nottingham | Nottingham, UK**

Showcased Nottingham’s urban culture; collaborating with a lineup of local artist, MCs, DJ’s, and dancers for Club nights at Nottingham’s largest venues. Successfully negotiated with venue owners while driving social media and PR to achieve growth from 70 to over 700 followers across various digital channels.

**One40 | Event Organizer | Nottingham, UK**

Organized and promoted club nights at numerous venues; negotiating with venue managers while

executing marketing campaigns and promotional activities across Social Media and radio outlets

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**EDUCATION AND CERTIFICATIONS**

**Bachelor of Arts in International Communications and Media**

University of Nottingham | Nottingham, UK

**Foundation Degree in Liberal Arts**

Oxford Brookes University | Oxford, UK

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**LANGUAGES**

English: Native fluency

Arabic: Advanced conversational in multiple Arabic dialects.