

Samantha Juels

CONTACT

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REFERENCES

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3. Larry McClain (862)558-3833 [Rico Nasty]
4. Angela DePersia (609) 280-6040 [VIP Nation]
5. Dominique Bellamy (414)460-4079
6. Bianca Silva (312)401-6800

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EDUCATION

MS ORGANIZATIONAL DEVELOPMENT & LEADERSHIP; CONCENTRATION: MENTAL HEALTH

Shippensburg University (2024-2026)

BS HOSPITALITY & TOURISM MANAGEMENT; MINOR: EVENTS

Temple University (2014-2019)

TRAINING

- CPR & AED Certified
- Overdose Response, First Aid, & Crisis Intervention Trained
- Event Safety Alliance: Event Safety Access Training
- Tour Collective: Tour Management Course
- WastedPotential: Tour Management Workshop Series
- TOUR MGMT 101: Webinars
- Master's Level Coursework in Drug & Alcohol Counseling

SKILLS

- Artist & Crew Support
- Health & Wellness Oversight
- Logistics & Scheduling
- Advance Work & Venue Coordination
- On-the-Spot Problem Solving
- Budget & Expense Tracking
- Conflict Resolution & Team Leadership

LOGISTICS

- Closest Airport: PHL
- Active TSA Precheck & CLEAR
- Valid Passport & Drivers License
- Clean Background Check (no border concerns)

ABOUT

Touring and events professional with high level experience in orchestrating travel itineraries, overseeing logistics, tracking budgets, and managing on-the-ground operations. Known for fostering teamwork, building active support systems, and achieving outstanding results in high volume/high pressure situations. Adaptable and reliable with strong organizational and communication skills. Proficient with Google Sheets/Forms, MasterTour, DaySheets, AtVenu, zkipster, & Canva.

Priority to *Tour Manager/Road Manager* (small crews), *Assistant TM/Production Coordinator/Production Assistant* (large crews), *Festival Artist Relations/VIP*; also open to *Merch, VIP, Promoter Rep, & Remote Travel & Advance Management*.

Open to both North American and Worldwide opportunities.

EXPERIENCE

LOCAL VIP ASSISTANT

VIP Nation | One More Time VIP | On Location

2022 - Current

- Supported lounge set-ups/break-downs, VIP check-in using zkipster, packing merch bundles, meet-and-greets, onstage moments, and FOH tours.
 - Machine Gun Kelly @ Xfinity Mobile Arena (12/2025) *Check-In/Lounge/Merch
 - Lenny Pearce @ Brooklyn Bowl (10.2025) *Check-In/Meet-and-Greet/Merch
 - NBA Youngboy @ Xfinity Mobile Arena (10.2025) *Lounge/FOH Tour/Merch
 - Big Time Rush @ Hersheypark Stadium (6.2025) *Check-In/Meet-and-Greet/Lounge/Onstage Moment
 - Post Malone @ Hersheypark Stadium (5.2025) *Check-In/Lounge/Merch
 - SAINT JHN @ XL Live (5.2025) *Check-In/Meet-and-Greet
 - Dane Cook @ Hershey Theater (10.2024) *Check-In/Meet-and-Greet
 - Falling In Reverse @ GIANT Center (6.2023) *Check-In/Merch
 - TheWeeknd @ Mercedes Benz Stadium (8.2022) *Check-In/Lounge/Merch

ARTIST LIAISON

Insomniac Events

June 2025

- Arrow Stage: Her Leather Jacket, People R Ugly, Saturdays At Your Place, HOLYWATR, The Dark, Chandler Leighton, Lil Lotus, KOYO, Magnolia Park, Urethane, Sophie Powers, The Suicide Machines, Games We Play, Sweet Pill, Beauty School Dropout, Point North, Fishbone, Scene Queen
- Greet and check in bands upon arrival
- Ensure greenroom, hospitality, and tech needs are met
- Confirm artists know their set times, load-in, and soundcheck windows
- Act as first point of contact for artist concerns (transport, catering, Wi-Fi, etc.)
- Serve as the communication bridge between artists and stage liaison
- Maintain a positive, professional demeanor even in high-pressure situations
- Help foster a safe, respectful backstage environment

ROAD MANAGER

Freelance

2022 - 2024

- Rico Nasty - Milwaukee Summerfest (7.2024)
- Yung Bans - Lyrical Lemonade Summer Smash (6.2022)
- Designer - 2 College Fly Dates (4.2022)

MAJOR EVENTS OPS MANAGER

Degy Booking International

November 2022 - May 2023

- Assist and support the company's major events including but not limited to: facilitating advance processes between clients and performers, managing marketing approvals, and assisting clients with contract review across a diverse portfolio of university clients (totaling over \$500k across 60+ Acts/Shows booked).
- Provide onsite logistical live event management support, as needed (14 acts, 10 shows):
 - Remi Wolf @ Penn State | J Jubee & Trixi Mattel @ Penn State | PartyNextDoor @ SUNY Oswego | Sean Evans of Hot Ones @ SUNY Oswego | Flo Rida @ SUNY Canton | Daya @ University of Scranton | KYLE @ Arcadia University | Lil Yachty @ Temple University | Chika/Binki/Bakar/Crash Adam's/Sammy Rash @ George Mason University

TOUR MANAGER / TOUR ACCOUNTANT (REMOTE)

Yung Bans (Contract)

April 2022-May 2022

- Plan and coordinate all travel accommodations (flights, hotels, ground transport) for artist and road team across 14 European cities.
- Maintain a master document including flight bookings, hotel confirmations, payment authorizations, travel itineraries, and show advance details.
- Update and distribute city-specific itineraries and show day briefs.
- Schedule and coordinate COVID-19 testing appointments to meet entry, performance, and border-crossing requirements.
- Maintain detailed show-by-show budget tracking via Google Sheets and submit weekly travel budget reports to management.

TRAVEL MANAGER (REMOTE)

Freelance

January 2019- June 2020 | March 2022 - August 2022

- 2022 Waka Flocka: 50+ shows (Headliner), 4 Festivals. Managed about \$400k in travel, accommodation, and transportation spend.
- 2019 TieDye Ky: 12 Show Run (Opener), 3 Festivals. Managed about \$10k in travel, accommodation, and transportation spend.

FESTIVAL PRODUCTION MANAGER - COLLABOWEEN

BStarPR (Contract)

September 2021- October 2021

- Streamlined event operations by developing comprehensive project timelines, checklists, and budget guidelines for team members to follow.
- Collaborated closely with clients during the planning process to ensure their objectives were met within the scope of the event.
- Managed \$80k production budget ensuring efficient use of resources to maximize profitability.
- Oversaw vendor/supplier selection, contracting, and timely delivery of materials and equipment needed for the festival (Audio, Lighting, Staging, Tenting, Set Decor).
- Manage on-site operations (site planning, set-up, break-down, vendor management, crew & volunteer assignments).

BRAND AMBASSADOR - PROMOTIONS

Live Nation Philadelphia

August 2018 - May 2019

- Oversee marketing activations at concerts and comedy shows (Theater of Living Arts, The Foundry, The Fillmore, The Met Philadelphia)
- Coordinate with venue staff to ensure smooth execution of marketing activations and promotions
- Communicate with event attendees and secure 50+ sign-ups for Live Nation Emails per event
- Run on-site ticket and merch giveaways
 - 2019- Chief Keef, Tobi Lou, Daniel Caesar, Jorja Smith, CloZee, Gunna, Chelsea Handler, DMX, Chiddy Bang, Dane Cook, Justin Hires, DJ Diamond Kutz and Friends, Tyler Perry's Madea's Farewell Play Tour, T Pain, Trippie Redd, Jacquees, Anderson .Paak, MadeinTYO, Chippendales, Young Dolph, Jesse McCartney
 - 2018- Jesse McCartney, Lil Skies, Aminé, Kevin Hart, 6lack, Queen Naija, G Herbo, Jim Breuer, Lil Xan, Kali Uchis

MERCH MANAGER

Barnes & Noble (Temple Athletics)

January 2016 - May 2019

- Temple Men's Basketball: 29 home games, 3 seasons (Liacouras Center, Arena)
- Temple Football: 17 home games, 3 seasons (Lincoln Financial Field, Stadium)
- Temple Women's Basketball: 5 Home Games, 1 season

EVENTS COORDINATOR

Fox School of Business (Temple University)

January 2016 - May 2019

- Developed comprehensive project plans outlining event objectives, timelines, and resource requirements to keep team members aligned and on track.
- Enhanced brand visibility by coordinating and executing high-impact marketing events for the Fox100.
- Collaborated with cross-functional teams to ensure seamless event execution and positive outcomes.
- Events: Fox100 Corporate Pop-Ups, FoxtoberFest Block Party, Meet the Dean 2018, MBA Orientation, Accounting 100th Anniversary Conference, NMBAA Conference
 - Key Highlights: managed budgets totaling \$250k, coordinated over 150 volunteers across all events (about 100 volunteers across 7 shifts for FoxtoberFest alone), supported over 50 alumni and small business partners, secured permits and collaborated with campus safety to engage fire/police/EMT presence.