

Austin Abelkis

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MARKETING PRODUCER · EXPERIENTIAL & DIGITAL PRODUCTION · EVENTS

PROFILE

Marketing producer with a background in experiential marketing, event production and digital content. Strongest where creative ideas need to become real: timelines, people, assets, vendors, clients and deadlines. Work has covered sponsorship activations, live events, digital campaigns and brand experiences across the US, with a practical, hands-on approach that fits fast-moving teams.

TARGETED STRENGTHS

Production planning	Event logistics
Creative project coordination	Stakeholder management
Vendor communication	Sponsor activation
Post-event reporting	Budget & invoice tracking

EXPERIENCE

Marketing Producer / Operations Manager

Jan 2022 – Present

WagsWorks · Remote / Portland, USA

- Support sponsorship sales, activation planning and partner delivery for festivals, concert series and live events across the US.
- Build sponsorship decks, package deliverables, manage contracts, invoices, COIs, W9s and partner approvals.
- Coordinate between event owners, sponsors, agencies and internal teams across timelines, assets and reporting.
- Create sponsor recaps, digital reporting summaries and client-facing updates that turn activity into clear next steps.

Field Manager / Experiential Marketing Lead

Jan 2020 – Present

The Field Scout · USA

- Lead field teams for national brand activations, including Subaru and Chaco Footwear programs.
- Manage onsite logistics, staffing, inventory, reporting, client communication and event execution in fast-moving environments.
- Translate consumer feedback and event results into practical post-event insights for clients and internal teams.

Marketing & Operations Manager

Oct 2018 – Dec 2019

MusicPortland · Portland, USA

- Produced livestreams, industry meetings and community events for Portland's music industry association.
- Managed social media, website updates, newsletters, databases, invoicing and stakeholder communication.
- Supported the Executive Director with client relations, grant administration and operational planning.

Brand Manager / Producer

Jun 2015 – Sep 2018

DoStuff Media / 503 Media & Events · Portland, USA

- Managed content, promotions and digital campaigns for local events, venues and brand partners.
- Worked with development, sales and content teams to launch new digital products and improve internal workflows.
- Led interns and content managers while maintaining client communication and campaign delivery.

EDUCATION

B.A. Business Administration — Advertising Management

2013 – 2017

Portland State University · Portland, Oregon, USA · Thesis: *Brand Building for Small Business*

TOOLS & LANGUAGES

Tools: Google Analytics · Meta / Google Ads · Mailchimp · HubSpot · Salesforce · Asana · Airtable · Google Workspace · QuickBooks · Canva · Adobe Creative Suite · Squarespace · Claude · ChatGPT

Languages: English (native) · Swedish (conversational) · Spanish (intermediate) · German (basic)