

Hello Live Nation HR,

I am applying for the **Live Nation Product Manager** position today. I believe I am extremely qualified for this role. Live Nation Product Manager takes many skill sets I already have and combines them together. I have a passionate love of entertainment. For 20+ years my full-time job was graphics or creative director while maintaining a side gig in music festival production. I also am a live nation user and would love to help improve the customer experience. I even currently have tickets purchased for 2024 in the Ticketmaster app.

As a part time position, I helped start 2 music festivals, created graphics for 10+ and did groundwork on-site for many. Some festivals, I have helped with IT, running ticketing, lost and found, perimeter security, bartending and any other random staff vacancies thrown at me. The combination of my technical background mixed with my artistry and passion for music makes me an ideal candidate. I have converted analytics for a variety of products over 20 years. Some positions were reviewing sales and predicting inventory. Other projects required A/B testing for procedures, websites and applications development. I have used UX testing, Google analytics, other content management system data to build user profiles, wireframes and/or Epic and Story creation for performance improvement. I am comfortable speaking and presenting to the president of the company and the custodian in the same breath. While at Northwestern University, I designed and produced the Presidential Fellowship award by accidental running into President Shapiro while he was in need or a designer. My personality is outgoing and always positive. This makes it easier for me to communicate clearly with everyone. I believe all of my years working in communications and entertainment production would be an asset to your company. I hope you will consider me for the Product Manager position at live nation/Ticketmaster. Thank you for your time. I hope to hear from you soon.

Leslie Bailey

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<https://www.linkedin.com/in/designleslie>

Leslie Bailey

Music Festival Production Company
Team B Productions 10 YEARS
FESTIVAL MANAGEMENT

Government Consulting Firm
Bronner Group 9 YEARS
WEBSITE MANAGEMENT DESIGN

Musician Group
Catalytic Souls 8 YEARS
PRINT DESIGN SOCIAL MEDIA

designLeslie
US – 23 YEARS

Freelance Designer/Owner/Creative Director

25+ DIVERSE SHORT-TERM CLIENTS TOO
Currently, I am **beta testing** and/or **training**
AI for Adobe Firefly/Cloud Applications,
Microsoft Bard, StarryAI and trained in most
Adobe and **Microsoft** programs.

Adobe

Educator/Advisor
11 YEARS
registered Adobe Educator
and Community Advisor for
testing and teaching software

Southern Illinois
University BFA
Visual Communications

- Serves premium bar patrons, with a smile
- Maintains inventory for bar open, drops and closing
- Operates cash and cashless point of sale systems
- Set up service areas adhering to visual target market standards
- Participated in planning and development meetings

Levy/Aramark/MSG CHICAGO - 2 YEARS

Bartender/Bar Lead

– at Chicago Theater, United Club in Soldier Field and Catalina Club in Wrigley Field

- Designed graphics, charts, and tables of research data, to be used as court trial evidence
- Participated in planning and development of data comprehension, story and strategy
- Analyzed and translated client documents into animated and static visualizations
- Edited, revised and created confidential files

Magna Legal Services CHICAGO - 1 YEAR

Graphics Consultant

– hired by law firms around the United States to animate or reformat a variety of cases

- Rebranded, researched and recommended updated technology, design guidelines and procedures
- Visual design and project management for 200+ printed projects, 2 full websites with mobile, 5 partial website, CSS color, text and graphics, technical design, style guidelines, user testing and architecture
- Communicated, planned and developed projects with teams of 4 to 8 and collaborated with 50+ vendors

Northwestern University EVANSTON - 4 YEARS

Art Director/Visual Designer

– created work for the Institute for Policy Research, Kellogg and The Graduate School

- Translated customer requirements into appropriate visualizations while ensuring accurate, consistent and timely delivery of 150+ work tickets weekly
- Translated data, developed and implemented plans for center issues, reduced waste by 10-20% and raised printing quality scores by 38%
- Managed 4 centers, totaling 125 employees
- Made graphics for and trained 750+ team members

FedEx Office CHICAGOLAND - 4 YEARS

Production Manager/UX Designer

– managed large teams to make production deadlines and improved software

- Oversaw production teams of 6 to 8, in creation of 700+ ads and 120+ pages weekly
- Began Problem Log procedures, printing lowest level of errors in newspaper's history
- Updated and trained branch on new technology, reducing production time by 30%
- Proofread ads, resulting in direct contact of 500+ monthly advertisers

Gatehouse Media WEST FRANKFORT - 3 YEARS

Production Manager/Graphic Designer

– created graphics and pre-press production for regional newspapers

A kind word about me:

“In the few short weeks she has been here she has worked diligently and expediently to help us meet our goals and deadlines, going above and beyond the call of duty. She is a critical thinker, asks intelligent questions, prioritizes, and communicates clearly. I have been very impressed by her diligence, speed and quality of work, and professionalism. I highly recommend Leslie for any applicable opportunity you have available. She is talented and friendly, and I am confident in her ability to be successful in any office environment.”

Josie Clark
COMMUNICATIONS MANAGER
The Graduate School, Northwestern University



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