

Spencer Park

Project Management | Swag, Events, Video, Web
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SUMMARY

Hands-on project lead across swag, live events, video, and web. Has run thousands of on-site fittings for VIP and donor events, worked day-of operations for concerts of up to 3,500, rebuilt a national brand's tutorial video on a three-day deadline by cutting scope, co-founded a live event series, and co-founded a B2B marketplace.

EDUCATION

Western Washington University | BA, Anthropology & Communications, 2021

Dean's List, COMM Dept. Research Assistant

FREELANCE AND INDEPENDENT PROJECTS

Brand Revolution | Freelance Video Producer (Contract)

Sep 2026

Client project: Panera Bread "Bun Bun" crochet kit, sent to creators to drive craft meetups at Panera locations

- Rebuilt the kit's only instructions, a tutorial video the factory delivered with gray lighting, a robotic voiceover, and half the steps missing. Got the original script from the factory in China and learned basic crochet to rewrite it.
- When the timeline was cut from a month to 3 days, offered a short link to hold the schedule; when the client needed YouTube, cut scope by swapping the booked voice actor for ElevenLabs. Delivered in 3 days (about 15 hours): grade, edit, subtitles, and the QR code in every kit.

Off Air | Co-Founder & Promoter, phone-free DJ event series (Seattle)

Mar 2026 - Present

- Run the business side: budget, bookkeeping, cash, venue relations, marketing, and contracting DJs, a poster artist, a stagehand, and a videographer.
- Drew 143 attendees to a profitable debut (June 2026, Add-a-Ball) on a \$300 ad budget with my video creative, Meta Ads, and street posterings. Second show booked for Nov 21.
- Before Off Air, ran day-of operations for hip-hop concerts of up to 3,500 (largest: Trippie Redd): ticketing staff, security briefings, VJ visuals, fencing and supply load-in, fire safety inspections, and green rooms set to contract.

Stitch Punk | Solo Game Developer, independent project

2025 - Present

- Building an RPG/RTS hybrid in Unity DOTS (C#) as a one-person studio, with all design, code, and art self-produced around a full-time job.

Juice Marketing | On-Site Event Operations (Contract)

2022

Client: San Francisco 49ers Foundation, custom jean jacket activation for Foundation donors

- Two-day donor event at Carmel Valley Ranch with jacket fittings and heat-pressed patches. Helped set up and planned the sizing station.
- Solved a client concern by suggesting the required event patch go on the sizing jackets, so donors saw it first. The client approved.
- Ran order staging to keep jackets matched to donors, took over the heat press, and kept order data clean through a 14-hour first day.

Three Brothers | Event Operations (Contract)

2017 - 2019

Promotional products and giveaway events. Client: WinStar World Casino

- Black Friday cart dash, brought back three years until COVID: 36 contestants over 12 hours, about \$9,300 average haul. The final day in 2019 set a casino single-day record of \$168M coin-in.
- Tumi jackets: 1,400 fittings, refining flow and signage to keep guests moving; fixed size shortages on the spot.
- New Year's Eve gifts: about 2,500 on-site fittings, including shoes, for 900 UGGs (\$140) and 900 crystal sets (\$85).

OPERATIONS AND TECHNICAL EXPERIENCE

Trader Joe's | Department Lead, Meat & Seafood

Feb 2025 - Present

- Run daily operations for a high-volume perishables department: ordering, inventory, shrink, compliance, scheduling, escalations, and training.

EatDirt | Operations Manager

May 2023 - Oct 2024

- Built a DTC food brand's commissary from nothing: facility design, packaging sourcing, last-mile delivery, vendor coordination, KPI reporting (Python, SQL, BigQuery), and staff training.

Conscious Hospitality Group | Technical Business Consultant (Contract)

Jun 2024 - Oct 2024

- Unified Just Poke's POS, CRM, inventory, and fulfillment data into one reporting layer, and interviewed tech vendors for cleaner data.
- Found recipe costs came from a retired menu. Prepped with a franchisee to measure all 26 recipes in vendor units, then built a cost calculator.

Direct Crops | Co-Founder, Project Lead & Engineer

Jul 2022 - Dec 2023

- Co-founded a B2B marketplace for producers selling to restaurants; managed the project and split the build (Next.js, Node.js, PostgreSQL, Stripe).
- Led customer outreach at industry events and turned feedback into the roadmap, reaching about 40 regular sellers at peak.

Bramble Berry Handcraft Provisions | Inventory / Project Manager

Oct 2018 - Jul 2021

- Reorganized warehouse order assembly and directed fulfillment, production, and distribution teams for a handcraft supply eCommerce company.
- Built logistics metrics and used them to improve order assembly efficiency by 13.6%. Trained department leads on standard work.

SKILLS

Project and Production: budgeting and bookkeeping, vendor and contractor management, on-site event operations, inventory and fulfillment

Video and Marketing: video editing and post-production, DaVinci Resolve, Blender CGI, scriptwriting, YouTube, Meta Ads

Web and Data: React, Next.js, TypeScript, Node.js, Shopify, Stripe, REST APIs, Google Tag Manager, SQL, Python, BigQuery