

Corin Gutteridge

(516) 467-4782 - office

(917) 584-4173 - cell

corin@enkicreative.com

www.cgutteridge.com/mygallery

Creative Director / Executive Producer

Enki Creative Services, LLC
Creative Director &
Executive Producer

New York
2009 - Present

Providing freelance creative, project, video production and content management for events, meetings, experiential marketing, websites and environments. Some highlights:

- Consumer goods product launch event in Times Square as part of integrated campaign
- Production of World Record Fitness Event in Mid-Town Manhattan for major hotel chain
- Opening Ceremony and Press Conference with senior executives for major consumer event
- Successful pitch for product launch meeting with major pharmaceutical company
- Consulting for financial services communications plan and website

Clients included: Nickelodeon, Kimberley-Clark, Starwood Properties, Dentsu America, GolinHarris, PNC Bank, KKR, Merck, Novartis, Bramson Productions, Ketchum PR, Concentric Communications, Emanate PR, Bank of America, Chase, Ketchum, Liberty Mutual, Canon, JCCI, MetLife, Bayer

Concentric Communications
(a division of Ketchum, Inc.)
Creative Strategist &
Executive Producer

New York
2005 - 2008

Created integrated (with PR and marketing) experiential campaigns and events (internal and external) for clients in the pharmaceutical, finance, beauty, high-tech, retail, and hospitality industries. Oversaw concept development, video production, art direction, scenery conception, and all interactive and multi-media elements. Supervised and managed the formation, writing and editing of creative proposals and pitches. Developed strategic approaches to support numerous successful PR and marketing campaigns. Led multiple teams across several projects simultaneously. Managed budgets and schedules, maintained overall profitability of events, and ensured a high quality of event. Events ranged from meetings to product launches to experiential marketing to trade shows. Some highlights:

- Created "Gift on Fifth" a large-scale consumer event to launch Bank of America's new Americard, with a custom building, automated holiday shopping windows, a custom web page, and many other experiential elements
- Created large-scale launch event for "\$0 Trade", with custom video and graphics package, live video feeds and internal broadcast, experiential activities and city-wide street teams
- Oversaw the creation of a customized video game with arcade controls, custom graphics
- Oversaw the creation of videos for senior executive's presentation to industry conference
- Created a large-scale, 3-truck, 10-city national tour with many experiential elements
- Created and executed \$13mm-\$15mm of work per year, with 30% growth

Clients included: Bank of America, Boehringer-Ingelheim, IKEA, Jim Bean, Embassy Suites, Kodak, AETN, (RED), Liberty Mutual, DEG, Merck, and TFC

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Creative Director / Executive Producer

Back Door Productions, Inc.
Principal

New York
1998 - 2004

Provided technical, production and creative consulting to the theatrical and events industries. Projects included Broadway and Off-Broadway, corporate events, special events, dance, opera, film and video

Some highlights:

- Designed the *2000 NY Emmy Awards show*, and provided all staging and technical support
- Provided technical direction for *Tribeca Film Festival Parties*, '03, '04 and '05
- Theatrical lighting consultant for Spike Lee's feature film, "Bamboozled"
- Coordinated all design and show elements, and oversaw all staging and technical support for the *2004 Fragrance Foundation Awards*
- Coordinated all design and show elements for numerous Off-Broadway shows, including "Love, Janis", "Jitney", "High Infidelity", "4 Guys Named Jose", "Naked Boys Singing"
- Oversaw the world premiere, video promotion and taping of the dance piece, "Firecracker" - a Chinese nutcracker, and coordinated a 7 city tour in China
- Created custom technical elements, and coordinated all design and technical elements for "How!Do!We!Do!" - a Lincoln Center presentation with Jessye Norman and Bill T. Jones

Additional Experience

NYC Technical College
Adjunct Professor

Brooklyn, NY
2002 - 2005

Taught courses in Rigging and Production Management, created course syllabus and lesson plan

Livent, Inc.
Asst Production Manager

Toronto, ON
1996 - 1998

Assisted the production manager and general manager with all aspects of the Broadway show, "Ragtime", including budgeting, scheduling, supervision of load-ins and load-outs, ensuring show quality, venue negotiations and arrangements, and supervising union crew. Major productions included the World Premiere (Toronto), the Broadway Premiere (NY), the First National Company (LA) and the First National Tour (originating in Washington, DC)

Training

Yale School of Drama | M.F.A.

University of British Columbia | B.F.A.

Select Awards

FastCompany.com - Top 8 Pop-up Events of the Decade; Event Design Magazine - Best Special Event/Environment 2008; BizBash 2008 - Best Fresh Idea, Best Event Concept (over 50K), Best Staging / Set Design, Best Use of Technology, Best Event PR Strategy; Event Marketer Magazine - Most Notable Events, 2008; PRSA 2008 - Award of Excellence - Events; Big Apple 2008 - Marketing Consumer Services, Financial; Big Apple 2007 - Marketing Consumer Services, Financial; Sabre Award 2007 - Event Marketing, Financial Services; PR Week Awards 2007 - Multi-Cultural Marketing Campaign of the Year