

Katharine Gardias

Creative production and operations professional with 8 years of experience supporting artist projects and cross-functional creative initiatives, with a focus on audience engagement, positioning, and content distribution.

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Brooklyn, NY

Liaison Artists

Music Agent

Apr 2024 - Present

- Led end-to-end execution of artist projects and activations, coordinating timelines, stakeholders, and deliverables across markets while aligning output with audience engagement and distribution strategy.
- Served as a key liaison between artists, creative teams, and external partners to bring project concepts from ideation through execution.
- Managed high-volume production workflows (1,500+ activations), ensuring alignment between creative direction and on-the-ground delivery.
- Acted as the initial point of contact for artist project ideas, helping shape direction through audience insights, market trends, and positioning.
- Led post-event project retrospectives, evaluating successes, challenges, and areas for improvement, and translating artist feedback into actionable guidance for venues, promoters, and partners.

Artist Highlights: Call Super, Shanti Celeste, PAWSA, CRi, Ben Böhmer, Eli & Fur, Sinca, Sasha, Adam Beyer, Nicole Moudaber

Liaison Artists

Booking Coordinator

New York, July 2021 - April 2024

- Coordinated administrative and logistical operations for 500+ events annually, maintaining accuracy across calendars, schedules, planning documents, and cross-functional updates (Accounting, Logistics, Legal, Management, Label, etc.)
- Managed event-related contracts, payments, schedules, and communications, serving as a liaison between artists, venues, partners, and financial stakeholders.
- Supported marketing and promotional rollouts by aligning campaign materials with audience targeting and performance insights.
- Supported planning and development of annual programming calendars for the artist roster, contributing to market diversity and long-term growth strategy.

United Talent Agency

Music Touring Assistant

Los Angeles, 2019-2021

- Supported development of marketing and brand partnership initiatives for touring artists, contributing to \$1.9M+ in revenue while aligning campaigns with audience engagement and brand positioning.
- Coordinated and maintained project-based tracking systems and performance metrics to support efficient event planning and execution.
- Collaborated with cross-functional teams including talent agents, marketing departments, and brand partners to build out large-scale live projects and activations.

Artist Highlights: Bad Bunny, Karol G, Chance the Rapper, George Benson, Thievery Corporation, Deep Purple

Performing Arts Center

Community Outreach & Education Coordinator

San Luis Obispo, 2017-2019

- Coordinated 50+ annual educational and community arts events at a nonprofit performing arts center, supporting event logistics, artist coordination, and on-the-ground execution.

Education

Cal Poly San Luis Obispo

Bachelor of Arts, Music

Integrated Marketing Communications,
Minor

NYU Steinhardt

Visiting Student, Music

Barcelona University

Study Abroad Program (Music &
Cultural Studies)

Skills

Creative Operations
Audience & Content Strategy
Project Coordination
Event Management
Budgeting & P&L Oversight
Timeline & Workflow Management
Contract Administration
Vendor & Partner Coordination
Cross-Functional Communication
Spanish (Conversational)

Platform & Tools

Notion
Airtable
Google Workspace
Adobe Creative Cloud
Slack
Figma / FigJam
Canva