

ELISA HETMANSKI

Hoboken, NJ | +1 848.203.7427 | TG @elisa_het | elisahetmanski.com | elisahetmanski@gmail.com

Operations & Events leader with 10+ years producing high-impact partner experiences, corporate conferences, and large-scale activations. The through-line has always been the same: get it done, take care of your people, and make it memorable. I work hard until the job is done, bring empathy to the stressful moments, and never lose sight of the human element that makes an event worth attending in the first place.

CORE COMPETENCIES

- **Event Strategy & Production:** End-to-end event lifecycle management, partner & executive programming, trade show & conference execution, venue sourcing & negotiation, run-of-show & on-site management, budget oversight (\$50K–\$500K+)
 - **Operations & Leadership:** Cross-functional collaboration, global vendor & contractor coordination, SOW & contract drafting, crisis management, production pipelines, stakeholder relations, multi-currency & crypto treasury management, budget oversight (\$1M+)
 - **Creative & Experience Design:** Experiential programming, tech-art integration, artist & talent relations, spatial transformation, community engagement
-

PROFESSIONAL EXPERIENCE

Co-Founder & Creative Director | Just Be Creative Solutions, LLC | Remote / NYC | *January 2025 - Present*

- Co-founded a boutique creative agency providing end-to-end creative direction, curation, and production support.
- Manage all business operations, including contract negotiations, budget allocation, and cross-functional team coordination for large-scale creative services.

Head of Operations | Zenia Systems | Remote / NYC | *December 2021 - March 2026*

- Served as operational hub and executive proxy across engineering, legal, and finance ensuring cross-functional alignment and execution across three concurrent global projects.
- Designed internal workflow infrastructure, documentation systems, and project management pipelines from the ground up in a fast-moving, high-ambiguity environment.
- Managed \$1M+ in annual operating budgets across dual financial frameworks – overseeing fiat payroll and vendor payments in parallel with a complex multi-chain, multi-currency crypto treasury, including wallet management and cross-border execution

Real Estate Project Manager | AWAY | New York, NY | *July 2019 - April 2020*

- Managed end-to-end project lifecycle for a national brick-and-mortar expansion targeting 50+ stores over two years, coordinating across Store Planning, Construction, Legal, and Finance to deliver on-brand physical environments. The program was ultimately paused due to COVID-19.
- Built internal tracking systems and market presentation databases that improved cross-functional visibility and kept expansion schedules on track.

Human Resources Coordinator | LVMH INC. | New York, NY | March 2015 – May 2019

- Owned and executed a full annual calendar of corporate events across LVMH Inc. North America – including corporate conferences, executive/VIP dinners, industry events, and internal employee engagement events – managing an annual events budget of \$500K+.
- Led end-to-end event logistics: venue sourcing and negotiation, vendor contracting, budgeting, run-of-show coordination, and post-event reporting for simultaneous multi-brand workstreams.
- Served as primary liaison between LVMH Inc. and 70+ brand partners, managing senior stakeholder relationships across Talent Acquisition, L&D, and executive leadership.
- Spearheaded DEI and campus recruitment events, driving strategy, budget management, and cross-functional coordination with measurable improvements in program engagement.

Project Manager | Carlton Smith, LLC | New York, NY | November 2013 – February 2015

- Served as operational backbone for a boutique B2B financial services firm, managing full-cycle HR, \$500K+ project budgets, vendor and contractor relations, and client interfacing across two US offices. Owned documentation, timelines, and internal event coordination.

Project Manager | Irwinteriors / Ayers International | New York, NY | March 2010 – October 2013

- Oversaw all operational aspects of product development, manufacturing, and QC for a luxury home décor line, managing \$1M+ project budgets and client relations across multiple simultaneous large-scale residential installations.

VOLUNTEER EXPERIENCE

Theme Camp Organizer | Burning Man | Black Rock City, NV | Jan 2022 – Present

- Directed end-to-end logistics for one of the world's most operationally complex event environments: led teams of up to 175 people across cross-country coordination, managing annual budgets of \$50K–\$500K, fundraising, vendor relations, and full build/strike of large-scale infrastructure and art installations.

Director & Curator | Human-Assisted Art | New York, NY | Oct 2022 – Present

- Lead strategy, curation, and IRL gallery operations for an NYC-based platform dedicated to technology-integrated and immersive art experiences.
- Manage artist relations, exhibition logistics, and community engagement across a network of engineers, fabricators, artists, and technologists.

EDUCATION & CERTIFICATIONS

- **New York University:** MA, Communications, Management, and Technology
- **Rutgers University:** BA, Communications
- **Vipassana Meditation:** 10-Day Residential Silent Course, S.N. Goenka Tradition
- **Yoga:** Certified in Hot Yoga, Trauma-Informed Yoga, and Yin Yoga