

LENISE STRONG

SENIOR PROJECT MANAGER | OPERATIONS & STRATEGIC DELIVERY

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PROFESSIONAL SUMMARY

Senior project manager with 10+ years in live events and entertainment, the last 7 leading strategic planning, cross-functional delivery, and enterprise technology rollouts for a national, multi-site company. Proven track record owning multi million dollar budgets, leading teams across up to nine departments, and translating executive priorities into executed results. Versatile across strategic planning, operational transformation, compliance, and vendor management, and energized equally by fast-paced, build it up environments and structured, established organizations.

WORK EXPERIENCE

Senior Project Manager | Levity Live, Los Angeles, California 2021 to 2026

- Partnered directly with the COO, CFO, CMO, and EVP to shape strategic priorities and translate them into company-wide roadmaps
- Owned \$4.6M annual CAPEX and special projects portfolio across 13 venues, from business case through close-out
- Led enterprise technology rollouts, including TOAST POS and Restaurant365, across the full venue portfolio
- Directed the operational transformation of two newly acquired venues, standardizing systems across seven departments
- Led cross-functional project teams spanning up to nine departments, from Operations and Finance to Marketing and HR
- Managed 28 concurrent projects across 2024 and 2025, prioritizing against competing business needs
- Partnered on staff talent movement decisions and developed an Assistant Project Manager into a promotion

Project Manager | Levity Live, Los Angeles, California 2019 to 2021

- Led the interior fit-out and pre-opening launch of the Milwaukee Improv, a 13,049 sq ft live entertainment venue
- Built and led rollout of a daily financial reporting tool, giving leadership real-time visibility across 13 venues
- Owned national philanthropy program, developing SOPs and training materials for company-wide rollout
- Retained through COVID-19 as part of the core leadership team, launching two ghost kitchen concepts to sustain continuity

Event Sales Manager, Hollywood Improv | Levity Live, Los Angeles, California 2018 to 2019

- Owned private and corporate event execution end to end, from client relations and contracts to vendor and budget management
- Built and managed a new business pipeline, consistently exceeding monthly and quarterly sales targets

Venue Sales and Event Coordinator | AMCI, Porsche Experience Center, Carson, California 2016 to 2017

- Joined the pre-opening team, building client processes and delivering premium group programs for corporate and VIP clients
- Coordinated across all internal departments to ensure seamless execution before, during, and after each event

Special Events Coordinator and Production Assistant | AEG, The Novo, Los Angeles, California 2014 to 2016

- Managed client events and cross-functional coordination across major concerts and industry activations, including EA PLAY 2016, a 10-day flagship event
- Supported live show production, including artist rider fulfillment, guest list distribution, and end-of-night payroll

EDUCATION

B.S. in Recreation Parks and Tourism Administration, Emphasis in Event Management
California Polytechnic State University, San Luis Obispo, 2014

SKILLS

Strategic Planning & Execution • Cross-Functional Leadership • Budget & CAPEX Management • Enterprise Technology Rollouts • Vendor & Contract Negotiation • Compliance & Process Standardization • Stakeholder Management

SOFTWARE & PLATFORMS

Monday.com • Asana • Toast POS • Restaurant365 • Oracle • Shopify • Microsoft Office • Canva • AutoCAD