

# JESS SOUSA

## PERSONAL BACKGROUND

I am an event designer and producer living in Boston, MA with nearly 20 years of experience in design, marketing, project management, and event planning.

I continuously try to cross the traditional boundaries of design and production so that I may create more impactful and memorable experiences that connect and inspire communities across disciplines.

## GET IN TOUCH

Pronouns: she / her  
Phone: +1 (978) 239 0922  
Email: [hello@jessicasousa.com](mailto:hello@jessicasousa.com)  
Website: [www.jessicasousa.com](http://www.jessicasousa.com)

## EDUCATION

### Endicott College

Bachelor Fine Arts  
September 1998–May 2002

## PROFESSIONAL HISTORY

### Jess Sousa Event Design, Production, and Project Management & Freelance Producer

February 2020–Present

My work is focused on producing impactful and engaging in-person, hybrid, and virtual events and special projects for a range of clients from social and climate justice nonprofits to tech startups. Some of my clients include:

- Aurelia Institute, nonprofit space architecture R&D Lab and outreach center
- Center of Complex Interventions, research center for climate and public health issues
- Formlabs, 3D printing technology developer and manufacturer
- MIT School for Humanities, Arts and Sciences (SHASS)
- Nia Tero, nonprofit securing rights and guardianship of Indigenous communities
- Pienso, AI startup and interactive deep learning tool for generating user insight
- SwissNex, Swiss Consulate in Massachusetts and New York
- The Christensen Fund, nonprofit supporting Indigenous People and local communities

### Director of Events and Special Projects, MIT Media Lab

February 2017–February 2020

- Designed a strategic annual calendar of 50+ events
- Controlled an annual working budget of \$2M
- Led the creative direction for the Lab's branded flagship events and special programs
- Developed and executed unique concepts for experiential events
- Built relationships with key stakeholders such as the Advisory Board members, Executive Protection Unit, and Faculty
- Managed cross-departmental teams to ensure overarching Lab goals and objectives were consistently being met
- Developed the concept and programming for the MIT Media Lab Disobedience Award Event, which ran for three years and was the second largest cash prize awarded by MIT

### Event Planner, MIT Media Lab

February 2012–February 2017

- Balanced the planning of 40+ scheduled lab events annually across the globe
- Initiated and led the development of accessibility and sustainability standards for events (in-person and online), which were subsequently adopted by other departments on campus
- Developed and launched new programs such as: #MLTalks, a monthly talk series featuring inspiring discussions between experts across disciplines and #WorkshopML, a weeklong multi-track workshop that connected Media Lab research with communities in cities like Manaus, Mexico City, Berlin, Abu Dhabi, and Detroit
- Led the organization and planning of the Media Lab's bi-annual membership conference
- Sourced vendors and negotiated contracts

### Marketing Manager, Boston Magazine

June 2009–February 2012

- Customized unique sales and sponsorship programs for advertisers to increase media buys and revenue across all Boston titles: *Boston Magazine*, *Home*, and *Weddings*
- Pitched sponsorship programs to a range of clients such as Land Rover, JetBlue, Infiniti, De Beers, and Sotheby's
- Led a research initiative of the magazine's circulation and readership data, for editorial, marketing, and sales reporting purposes
- Wrote and produced media kits, pitch decks, sales materials, and advertorial pieces
- Planned and executed an annual *Best of Boston* event with more than 20 sponsorship activations and 1,000 attendees each August
- Project lead for Boston Home magazine's Design Home project for three years

### Marketing Specialist, Boston Magazine

September 2005–June 2009

### Sales Assistant, Boston Magazine

June 2004–September 2005

### Freelance Graphic Designer

May 2002–June 2004