

# Celeste Quesada

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512.736.3587



Born and raised in Austin, Texas, Producer and Creative Director Celeste Quesada's 22+ year career has focused on promoting the finest talent that Texas has to offer. Her work ranges from the production of "one of a kind" special events to the development of integrated PR and marketing strategies that fuse graphic design, corporate branding, web identity and social media. She also is a Texas Monthly Rising Star realtor specializing in unique, historic and affordable homes.

Quesada's client list includes working with legendary Austin musicians, filmmakers and fashionistas of all genres, local architects, designers and numerous non-profit clients including Austin Film Society, SIMS Foundation, American Gateways, El Buen Samaritano, Forklift Danceworks, Chula League, Austin Chronicle and the Austin Music Awards.

Known for her passion, tenacity and relentlessly positive spirit, Quesada sees every project as an opportunity to combine the distinct energy of her clients with the talents of a hand-picked team of favorite Austin creatives. Her goal is to guide each team to inspire out-of-the-box thinking and unexpected, effective results.

Recognized by the Austin American-Statesman, Austin Chronicle, Austin Way's I Live Here, I Give Here publication, Ahora Si, Edible Austin, and Tribeza as a community leader, Celeste enjoys all that Austin has to offer, especially the city's ultimate night spot - the South Austin home she shares with her husband, musician/producer Adrian Quesada, their daughters Amelie and Marcelle, two parakeets, two guinea pigs and their 100 year-old chihuahua, Ana Empanada Quesada.

## Work Experience

### OWNER, CREATIVE WIZARD

CRAFTBOX AGENCY | 2010-present

Creative Wizard of a one-stop creative shop. Offers a tasty menu of services that include small and large-scale event production, consultation services, business identity development, sales management and advertising campaigns.

### PRODUCER

AUSTIN MUSIC AWARDS AND AUSTIN MUSIC INDUSTRY AWARDS | 2014 - 2019

Responsible for all aspects of event production including: program creation, Run of Show/stage management, script development, budget supervision, in-kind sponsorship development and hiring event vendors. Worked extensively with Louis Black Productions staff, Austin Chronicle and SXSW staff, music director, production team, vendors and volunteers. Past honorees, presenters and performers include Fab 5 Freddy, Renee Zellweger, Charlie Sexton, Robert Plant, Chrissie Hynde, Fiona Apple, Bobbie and Lukas Nelson, Lyle Lovett, Joe Ely, Terry Allen, Kat Edmonson, Grupo Fantasma, Alejandro Escovedo, Sabrina Ellis, Gary Clark Jr. and more.

### CREATIVE DIRECTOR/EVENT PRODUCER

SIMS FOUNDATION | 2012, 2014, 2016, 2017

Responsible for all aspects of producing the "Femmes for SIMS: Night of the Chanteuse" and Heart of the City events including: branding, program creation, staff consultation, in-kind sponsorship development, production management including Run of Show/stage supervision, social media, budget supervision, and hiring event vendors. Worked extensively with Executive Director, staff, event committee, production team and vendors.

### PRODUCER

EL BUEN SAMARITANO'S 30TH ANNIVERSARY EL GRITO GALA | 2017

Responsible for all aspects of producing El Grito Gala event including: branding and program creation, staff consultation, in-kind sponsorship development, production management including Run of Show/stage management, marketing consultation, budget supervision, and hiring event vendors.

### PRODUCER

AMERICAN GATEWAYS' GATEWAY AWARDS | 2014, 2015

Responsible for all aspects of producing the Gateway Awards event including: branding and program creation, staff consultation, in-kind sponsorship development, production management including Run of Show/stage management, social media, budget supervision, and hiring event vendors. Honorees included film producer Elizabeth Avellan, architect Michael Hsu and Dr. Robert Moreno.

### PRODUCER

SOUND ON SOUND MUSIC FESTIVAL, EXCLUSIVE VIP AREA, 2015

FORTRESS MUSIC FEST, EXCLUSIVE VIP AREA, APRIL, 2017

Responsible for all aspects of producing the VIP areas within including: production lead management, staff consultation, in-kind sponsorship development, budget supervision, and hiring event vendors. Worked extensively with festival owners, staff, production team and vendors.

**FLOYD**  
REAL ESTATE

Using her real estate powers only for good, Celeste has a special interest in keeping Austin affordable for the creative class. She has a passion for historic homes and urban farming. As Austin swiftly evolves and grows, Celeste is right there with it, helping her clients navigate the dynamic, fascinating and sometimes challenging currents of its real estate market. Nothing beats home-made real estate.

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## ACTIVITIES + HONORS + AWARDS

ALL-ATX Leadership Class, 2019

I live Here, I Give Here "See Jane Give" event  
Mentor, 2017, 2018, 2019

Creative Action, Board of Directors, 2014-2017

Leadership Austin, Essentials Class of 2014

KLRU, Community Advisory Board, 2013 - 2017

HAAM, Community Advisory Board, 2012 - present

Texas Land Conservancy, Advisory Board, 2012 - 2013

National Association of Latino Arts and Culture,  
Leadership Institute 2001

Featured Presenter in Pecha Kucha #17 - 2013

Austin American Statesman, Out and About Top  
500 Music category - 2011

Green Corn Project, Board of Directors 2004 - 2007

Cine Las Americas, Board of Directors 2000 - 2006

Grant winner, Texas Filmmakers Production Fund,  
1999

Bachelor of Fine Arts in Photography and Painting,  
University of Texas, 1996

ITALART Center/Santa Chiara, Castiglion Fiorentino,  
Italy, 1995 - studied photography and drawing

Art for Artists Program - art piece selected for Paco  
de Lucia, University of Texas at Austin, 1996

Art for Artists Program - art piece selected for Alvin  
Ailey Dance Company, University of Texas at Austin,  
1995

## WORK EXPERIENCE

### CREATIVE DIRECTOR/EVENT PRODUCER

AUSTIN FILM SOCIETY'S TEXAS FILM AWARDS | 2008 - 2015

Responsible for all aspects of event production including: program creation, Run of Show/stage management, budget supervision, hiring event vendors and in-kind sponsorship, development. Worked extensively with AFS staff, production team, vendors and volunteers. Past honorees and presenters include Rick Linklater, Matthew McConaughey, Renee Zellweger, Billy Bob Thornton, Thomas Haden Church, Larry Hagman, Powers Booth, Luke Wilson, Debra Winger, Dan Rather, ZZTop, Mike Judge, Morgan Fairchild, Mariska Hargitay and many more.

### PRODUCER

FORKLIFT DANCEWORKS' STUDIO 54KLIFT | 2013 - 2015

Responsible for all aspects of producing the "Studio54klift" fundraiser event including: program management, social media marketing, budget supervision, and hiring event vendors. Worked extensively with the Artistic Director, Board of Directors, staff, production team, event committee and vendors.

### MARKETING CONSULTANT/ EVENT PRODUCER

CHERRYWOOD ART FAIR | 2011 - 2015

Responsible for all aspects of producing the event including: fair management, budget supervision, and hiring event vendors. Worked extensively with the Chair of the Board and committee associated with the fair and provided support to other members of the CHULA LEAGUE staff, production team and vendors.

### GENERAL MANAGER

BIG RED SUN | 2004 - 2005

Provided overall management of Big Red Sun Retail, Nursery, In-house Botanical Production and Special Events. Led, mentored, and developed team to achieve marketing, sales and production goals. Produced HEAD EAST concert events held at Big Red Sun.

### DEPUTY DIRECTOR

NEW YORK INTERNATIONAL LATINO FILM FESTIVAL | 2002 - 2003

As Deputy Director of NYILFF, managed daily operations and event coordination by planning, scheduling and logistics for Festival and year-round programming events. Planned and managed fundraising goals, and worked with the Executive Director on organizational development. Managed daily operations of the organization; administrated personnel and financial resources, wrote grants, assisted in the development of a strategic plan with the board of Directors.

### CO-FOUNDER/EXECUTIVE DIRECTOR

CINE LAS AMERICAS MEDIA ARTS CENTER | 1997 - 2002

Founded Cine Las Americas in 1997. As Executive Director, responsible for all operations of the organization, including fundraising, program creation and management, event planning, budget management, communications, public relations, and administration. CLA programs include film festival and special screenings, educational special screenings and after-school programs, and video production projects. Consulted by other organizations at state and nationwide levels. Supervision of a staff of five plus volunteers, plus liaison with Board of Directors.