mylydao@gmail.com +1-818-300-4316 mylydao.com Los Angeles, CA

{my-LEE} she/her

MYLY DAO

DIRECTOR OF LOGISTICS & EVENT PRODUCTION

300+ BRAND ACTIVATIONS | MULTI-MARKET OPERATIONS | LOGISTICS & LIVE PRODUCTION

TECHNICAL SKILLS

- Live Event Logistics & Operations
- Nationwide Event & Activation Management
- Freight, Shipping & Customs Coordination
- Warehouse & Equipment Management
- Staffing, Scheduling & Workforce Planning
- Travel & Accommodation Logistics
- Budget Management & Cost Control
- Vendor & Client Communication
- Production Schedules & Run of Show
- Load-In, Load-Out & On-Site Operations
- Risk Management & Safety Planning
- SOP Development & Process Improvement
- Union & Exhibitor Services Coordination
- International Logistics & Customs Documentation
- Payroll, Expenses & Per Diem Management
- Microsoft Office Suite & Google Workspace
- Monday, Front, Workstaff, Paylocity & Travel Management Platforms

SOFT SKILLS

- Strategic Problem-Solving & Critical Thinking
- Effective Verbal & Written Communication
- Cross-Functional Collaboration & Team Leadership
- Strong Prioritization & Decision-Making
- Proactive, Self-Directed Leadership
- Adaptability in Fast-Paced Environments
- Calm Under Pressure & Rapid Troubleshooting
- Detail-Oriented & Highly Organized
- Client & Vendor Relationship Management
- Team Development & Operational Leadership

EDUCATION

- **BFA FASHION MARKETING (2023)**
  - Academy of Art University
- **AS FASHION MERCHANDISING (2020)**
  - City College of San Francisco

WORK HISTORY

DIRECTOR OF LOGISTICS

FAMILY INDUSTRIES | 2025 - PRESENT

- Lead end-to-end logistics and operational execution for nationwide live events and brand activations, overseeing staffing, equipment, freight, travel, vendors, and production requirements from pre-production through final wrap.
- Oversee domestic and international freight, customs, warehouse operations, equipment movement, workforce planning, payroll, expenses, and per diem across live-event programs.
- Develop SOPs and operational processes that strengthen communication, efficiency, preparedness, and consistency across recurring activations.
- Champion the adoption of formal project budgets across the organization, improving visibility into event costs, spending, and profitability.
- Oversee operational planning across 2 warehouses (LA & NY) and a live-event team of 70+, aligning staffing, equipment, schedules, and logistics to ensure teams are prepared for successful on-site execution.

EXPERIENTIAL LOGISTICS MANAGER | 2024-2025

- Managed the operational logistics supporting live experiential activations, coordinating staffing, equipment, freight, travel, vendors, and production timelines.
- Directed pre-production logistics through on-site execution, ensuring teams, equipment, materials, and resources were aligned with activation requirements.
- Coordinated shipping, freight movement, warehouse operations, and equipment preparation for events across multiple locations.
- Managed staff scheduling and workforce logistics while supporting payroll, expenses, travel, and per diem administration.
- Collaborated with production teams, vendors, and clients to anticipate operational needs, resolve issues, and maintain event timelines.
- Supported load-in, live event operations, and load-out while adapting quickly to changing site conditions and time-sensitive production demands.

LIVE EVENT LEAD | 2022 - 2024

- Led on-site execution for live experiential events and brand activations, supporting production from setup through breakdown.
- Coordinated event teams, equipment, materials, schedules, and operational priorities in fast-paced live environments.
- Served as an on-site problem solver, responding quickly to production, staffing, equipment, and logistical challenges.
- Supported load-in and load-out operations while maintaining organized workflows and ensuring event requirements were met.
- Collaborated with internal teams, vendors, and event partners to keep activations running smoothly and deliver a consistent guest experience.

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AWARDS

- AAU x CCSF Fashion Marketing Presidential Scholarship
- President's Honors List | 2020 - 2023
- CCSF Dean's List | Spring 2020
- I. Magnin Scholarship - 2020 & 2022
- Osher Endowment Scholarship
- Asian Coalition Scholarship
- Full-Time Incentive Grant
- North Central District AAFCS Scholarship
- Martha and Vincent Costantino Endowment

FREELANCE

- LA County Tree Lighting Celebration 2025
  - Event Manager for 11:11 Collective
- Camp Flog Gnaw - Left Brain
  - Production Assistant 2023 & 2024

INTERESTS

- Hunting for vintage treasures, catching live music, photography, exploring new cities, ceramics, art and fashion, and spending entirely too much time with my cat, Juniper.

WORK HISTORY CONTINUED

MARKETING SPECIALIST
KEYOPP PROPERTY MANAGEMENT | 2020 - 2022

- Revitalized the company's brand campaign, strengthening its market presence while improving SEO performance and expanding the property management portfolio during the pandemic.
- Developed marketing copy and designed branded collateral, including brochures, flyers, and other consumer-facing materials.
- Supported digital marketing and brand communications initiatives designed to strengthen consumer trust and engagement.
- Applied creative, analytical, and consumer-focused thinking to marketing strategy and execution.

CAFE MANAGER
JANE ON LARKIN | 2018 - 2019

- Managed day-to-day café operations while leading and developing a team of 20+ servers and baristas.
- Created and implemented a standardized onboarding and training program that remains in use, establishing consistent operational and service standards.
- Improved health inspection performance to a perfect 100 score through disciplined operational practices and team accountability.
- Trained and coached employees across customer service, daily operations, and workplace standards.
- Balanced team leadership, customer experience, operational execution, and fast-paced problem solving in a high-volume environment.

ASSISTANT MANAGER
RELOVE | 2015 - 2018

- Managed daily retail operations, e-commerce sales, and social media while contributing to a 10% year-over-year increase in daily sales.
- Supported the planning and execution of pop-ups, art markets, and community events, gaining early hands-on experience in event production and consumer engagement.
- Helped strengthen the store's customer experience and brand presence, contributing to recognition as SF Magazine's Best Vintage Shop in 2017.
- Coordinated day-to-day priorities across retail operations, digital channels, events, and customer relationships.
- Developed a broad foundation in retail management, merchandising, marketing, event support, and customer experience.

FOUNDER / OWNER
VINTAGE GRIME | 2007 - 2015

- Managed end-to-end operations for an independent vintage apparel business, overseeing garment sourcing, product evaluation, merchandising, photography, image editing, e-commerce listings, sales, fulfillment, and shipping.
- Produced and coordinated vintage clothing pop-ups and art markets throughout Downtown Los Angeles, managing event logistics, merchandising, setup, and on-site sales.
- Directed product presentation and visual content, including styling, modeling, photography, and digital merchandising to support online and in-person sales.