

PHILADELPHIA + MIAMI + NEW YORK + LOS ANGELES

TERREYL KIRTON + PRODUCTION MANAGER + TECHNICAL DIRECTOR

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I. Executive Summary:

Terreyl Kirton is a highly experienced and versatile professional with a strong background in technical production, project management, and event execution. Their expertise spans live events, virtual events, hybrid events, and permanent installations. They demonstrate proficiency in technical leadership, vendor management, budget control, client communication, and team collaboration. Terreyl's portfolio showcases work for major corporations, entertainment companies, and public venues. Their qualifications include Dante, LED Display Technology, and Design Thinking certifications.

II. Key Themes & Skills:

Technical Production Expertise: Terreyl possesses deep technical knowledge of event production, encompassing audio, video, lighting, and streaming technologies. They are proficient in specifying hardware and software, designing systems, and troubleshooting technical issues.

Project Management & Budget Control: He has a proven ability to manage projects from initial brief to final execution, including developing and managing budgets up to \$8.5 million. They are skilled in creating proposals, controlling costs, and maximizing profitability while meeting client expectations.

Vendor Management & Team Leadership: Terreyl has extensive experience hiring and managing production partners (e.g., CT, LMG, WorldStage MVS) and freelance technicians. They are adept at coordinating with various stakeholders, including internal teams, external vendors, and clients.

Client Communication & Relationship Management: They serve as a key point of contact for clients, understanding their needs and ensuring their vision is realized. Their client list includes notable names such as Honda, CitiBank, AMEX, Marriott, Nike, HP, Lenovo, and GlaxoSmithKline.

Adaptability & Innovation: Terreyl demonstrates the ability to adapt to different event formats (live, virtual, hybrid) and technologies, showcasing experience designing and prototyping innovative solutions, such as ultra-low latency wireless networks.

Content Production & Touring Experience: They have experience in content production, including creating and modifying audio and video content for live events and tours. They are also experienced in touring logistics, including scheduling load-ins and troubleshooting technical issues on the road.

Permanent Installations: Terreyl has significant experience designing and implementing permanent installations for public spaces using Audio Visual technologies, working with architects and design firms to execute.

Training & Documentation: Terreyl can train staff and end users and create documentation.

III. Key Experience & Responsibilities (by Role):

Line Producer / Technical Lead (Freelance various agencies): "Responsible for the technical success of HP events across various formats and regions."

"The face and voice of live, virtual, and hybrid events technical matters."

"Responsible for overall account management and delivery for various corporate clients and agencies."

Involved in "initial client briefs and what they want to achieve from their events."

Creates "detailed responses, including technical specifications, costing, design concepts, and CAD plans."

Project Manager: "Responsible for supporting WorldStage staging efforts in creating, revising, and finalizing client budgets/quotes and related technical and engineering designs..."

Focuses on maximizing "pre-show project profitability while maintaining budget expectations."

Designer Audio Visual Technologist (ESI Design): "Developing & producing experiences for public places."

"Ideation & concept development focusing on hardware technical strategy."

"Design and specify hardware and related technologies, oversee prototyping/mock-up plans, and test hardware, applications, and systems..."

Coordinates with architects, general contractors, systems integrators, software developers, consultants, and fabricators.

Production Designer + Tech Director (Mills Entertainment): Ensuring "all aspects of this very tech-driven show run smoothly," including budget adherence.

Creates "tech advance package to multiple venues."

Produces or modifies original audio and video content.

Production Manager + Tech Director (Richmond Jazz Festival): "Coordinate the logistics of performances, communicating with artists and producers to ensure their audio, lighting, and visibility needs are met."

Provides "practical and organizational support to the talent, designers, stage crew, and technicians..."

Audio, Video + Lighting Consultant (Re:freshtech + Sonar Audio): Designed and maintained "fixed and touring interactive exhibits and the supporting computer, audio, video, and lighting systems."
"Training end users in the classroom and field"
Produced "production budgets and final purchasing decisions for client projects."

Content Producer + Touring Video Director (Live Nation): Selected camera operators, directed shots for iMag and broadcast, and provided creative content.
Troubleshooted "playback and video switching and executed media elements."

IV. Notable Projects & Clients:

WWE WrestleMania XL 2024
McCormick Global Virtual and Hybrid Events Producer
Nike World Basketball Festival
Netflix: Leave The World Behind Premiere
Lenovo Techworld
GlaxoSmithKline Virtual Events
Scott Brothers HGTV Tour
Richmond Jazz Festival at Maymont
MGM International
J.P. Morgan
Major League Baseball

V. Certifications & Affiliations:

Dante Certification Level 1
AVIXIA Fundamentals of Fine Pitch Direct View LED Display Technology
University of Virginia: Design Thinking for Business Innovation Certificate
Member of SMA (Stage Managers Association)
Member of NCSA (National Systems Contractors Association)
Member of ESCA (Exhibition Services & Contractors Association)
IALD Design Member (International Association of Lighting Designers)

VI. Online Presence:

LinkedIn Profile: <https://www.linkedin.com/in/terreyl/>
Website: www.terreyl.com

VII. Conclusion:

Terreyl possesses a comprehensive skill set and a wealth of experience in event production and technical direction. Their portfolio demonstrates a strong track record of success in delivering high-quality events for a diverse range of clients. His technical expertise, project management skills, and client-focused approach make them a valuable asset for any organization seeking to execute successful and innovative events.

Portfolio: https://terreyl.com/portfolio_of_terreyl_kirton.html Password: pepper
LinkedIn Profile: <https://www.linkedin.com/in/terreyl/>

2020 Audinate / AVIXIA | Dante Certification Level 1
2017 AVIXIA | Fundamentals of Fine Pitch Direct View LED Display Technology
2015 University of Virginia | Design Thinking for Business Innovation | Certificate Course
2002 Flexographic Pre-Press Platemakers Association | Technology Innovator of the Year
2002 Contributor to Washington Post on WorldCom Internet Outages <http://www.washingtonpost.com/wp-dyn/articles/A38808-2002Oct3.html>
2001 KAPPA Consultants / Apple / Adobe / Insider Software Management in Production Environments
2001 O'Reilly Publishing Master Class (<http://www.oreillynet.com/pub/au/351>) Adobe Photoshop, Illustrator and Quark Xpress
2000 The Academy of Art University, San Francisco, California
School of Motion Pictures & Television
BFA Motion Pictures & Television (Production Emphasis)
Internship Sony Music NYC Office, Hit Factory and Legacy Producers Group | Field Recording Technician / Production Assistant