

# ADALA MAKHULO

Creative & Media Producer | Film/TV & Live Events

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## EXPERIENCE

### Program Coordinator

Seattle Black Film Festival 11/2024 - Present SEATTLE, WA

- Oversaw the film submission and selection process, collaborating with community volunteer screeners to curate a compelling festival lineup
- Supported the planning, scheduling, and execution of non-film programming, including workshops, panels, and special events
- Contributed to the coordination and development of festival-related special events, ensuring seamless execution and audience engagement

### Production Coordinator

Jack Morton Worldwide 11/2023 - Present SEATTLE, WA

- Supported cross-functional teams by managing schedules, tracking deliverables, and facilitating clear communication
- Coordinated logistics and production workflows for large-scale corporate events, ensuring seamless execution
- Oversaw vendor coordination and on-site operations to maintain efficiency and high production standards

### Challenge Department Production Assistant

Survivor CBS 04/2024 - 07/2024 MANA ISLAND, FIJI

- Ran and tested Survivor challenges to ensure they were safe, fair, and engaging
- Worked closely with producers and gained insight into the production process of Survivor, contributing to the overall success of the show
- Assisted the art department with painting puzzles and challenges to ensure visual appeal and functionality

### Media Production Manager

Madaraka Music Festival 09/2023 - 04/2024 SEATTLE, WA

- Cultivated and maintained strong relationships with sponsors, vendors, and partners, resulting in increased sponsorships and repeat business for an African music festival in USA
- Oversaw end-to-end production of high-quality multimedia content, enhancing the music festival experience and increasing brand visibility

### Creative Strategy Intern

Snapchat 06/2022 - 08/2022 SANTA MONICA, CA

- Developed 12+ creative concepts for HBO Max to advertise on Snapchat during BHM
- Surveyed 115 Black Gen Z's on their perceptions of Snapchat and outlined product improvement strategies to lead to increased inclusion
- Developed a strategy to increase Snapchat's business presence in Africa

### Founder & Creative Producer

3 Point Productions 06/2020 - 11/2022 NAIROBI, KENYA

- Produced, and directed full episodes of an original digital show 'Exposition' to go on YouTube with over 30,000 views across videos and gained over 100,000+ impressions
- Secured over \$10,000 in funding for my film production company that creates content in the form of short films, digital shows and feature films
- Implemented a marketing strategy to garner over 30,000+ views

### Production Manager & Writer

MultiChoice 10/2018 - 09/2019 NAIROBI, KENYA

- Selected from over a pool of 3500+ applicants to create content for MultiChoice Africa
- Produced two feature films aired on DSTV channels and streamed on Showmax, with over 15,000 views across Africa
- Won an Africa Magic Viewer's Choice Award for Best MultiChoice Talent Factory Film out of 6 nominees, for a film that I wrote and produced

## KEY ACHIEVEMENTS

- Event Management Success**  
Orchestrated Google Cloud Next 24 & 25 with 30,000 attendees, ensuring client satisfaction.
- Film Festival Planning & Management**  
Successfully planned and executed a major film festival in the Pacific Northwest
- Feature Film Production**  
Produced two feature films with 20,000+ views across Africa.
- Funding And Impact**  
Secured funding for independent film projects increasing visibility by 100,000+ impressions.

## EDUCATION

B.A. in Radio/TV/Film, Media Arts and Game Design Module

Northwestern University

09/2019 - 06/2023

Certificate of Proficiency in Filmmaking

MultiChoice Talent Factory

10/2018 - 09/2019

## SKILLS

- Adobe Creative Cloud
- Google Suite
- Project Management
- Live Event Production
- Content Strategy
- Organization
- Video Production
- Media Production
- Leadership
- Entrepreneurship
- Fundraising
- Creative Production
- Drone Videography and Photography
- Film Photography