

HOSSANA DA COSTA

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<WWW.CONFETTIENTERTAINMENT.COM>

~ MANAGER ~

A results-oriented Professional Manager with 30+ years of experience effectively leading both small and large scale projects from discovery and design to development and implementation. Strong track record of executing stakeholder management and influence, team leading and coaching, and employee management. Possesses solid knowledge of operations management practices including marketing and sales. Adept at eliminating inefficiencies, streamlining, and automating processes. Excellent communicator with the innate ability to manage multiple projects with competing deadlines. Bilingual in English and Portuguese and can effectively communicate in Spanish.

Proven expertise in:

- Business Development
- Project Management & Development
- Negotiations
- Team Leading
- Choreography/Costuming
- Cost Control
- Goal Attainment
- Employee Mentoring
- Event Planning
- Live Entertainment

PROFESSIONAL EXPERIENCE

CONFETTI ENTERTAINMENT, INC. – Atlantic City, NJ

Owner & President, 1982 to Present

Lead the production and presentation of self-contained live production shows and special events in the US and overseas, supervising staff of up to 120. Develop choreography and coordinate live music and entertainers for casino showrooms, theaters, luxury cruise liners, corporate parties, and special events. Recruit, train, and hire directors. Create and implement marketing and sales plans designed to increase awareness and operating revenue. Negotiate contracts with artists, agents, and casinos, procuring the highest quality at the lowest price.

Key Contributions:

- Consistently achieved high client retention, resigning contracts with clients year-to-year.
- Collaborated with award-winning guest choreographers of both Broadway and television, including Emmy and Tony Award winners.
- Managed complete operations for shows in 12 different off-site locations.
- Widely known for creating interesting and creative production themes, coordinating costumes, choreography and music selection for a long list of clients, including many major casinos.
- Strong track record of swiftly resolving both production problems and customer grievances.
- Led brainstorming sessions with corporate managers to design new entertainment to meet client needs and expectations.
- Created new culinary events, such as cooking demonstrations, wine tasting events, and mixology classes.

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LASERX MEDICAL AESTHETIC CENTER – New York, NY

Events Coordinator, NJ, PA, NYC Territories, 2007 to Present

Coordinate and facilitate all off-site special events. Schedule patient appointments and provide follow-up information for patient care. Responsible for retail sales for each event.

Key Contribution:

- Developed and implemented marketing strategies, resulting in increased patients and revenue.

STARLIGHT EVENTS LLC – Atlantic City, NJ

Stage Coordinator for Entertainers, 2013 to Present

Manage up to 80 or more performers within the dressing room area, ensuring entertainers stage time and costume. Hire performers and provide education on the code of conduct and other procedures. Direct hair and makeup artists on performer's overall look and feel. Responsible for retail sales during each shift.

Key Contribution:

- Recognized for possessing a natural ability to build relationships with both performers and customers.

EDUCATION AND CERTIFICATION

Bachelor of Fine Arts in Theater and Dance (1982)

Associate of Arts in Theater and Dance (1980)

University of the Arts, Philadelphia, PA

PROFESSIONAL AFFILIATIONS

Past Board Member, South Jersey Alliance