

TALA SAGE

Experiential Producer & Production Manager | Brand Activations, Live Events & Large-Scale Installations

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PROFILE

Production and creative operations leader with 20+ years managing large-scale live events, brand activations, festivals, and site-wide installations, from boutique 400-guest luxury retreats to major multi-stage festivals. Combines hands-on production management (six-figure budgets, cross-functional crews of 20-30+, artist and client relations, multi-stage show production, site operations) with direct creative direction experience across brand identity, typography, video, and social content. Trained in nonviolent communication and conflict resolution, bringing a calm, steady presence to fast-moving, high-pressure environments.

CORE SKILLS

- Brand Activation & Experiential Production
- Production & Operations Management
- Staff & Crew Leadership (teams of 20-30+)
- Multi-Stage Live Show Production
- Video, Graphic & Social Content Strategy
- Contract Negotiation
- Bilingual Team Leadership (English/Spanish)
- Creative Direction (Brand Identity, Typography, Content)
- Budget Management & Reporting (\$200K+)
- Client, Artist & Talent Relations
- Site Logistics & Vendor Coordination
- Sponsorship, Partnerships & Fundraising
- Crisis & Unexpected-Situation Management
- Conflict Resolution (NVC-Trained)

EXPERIENCE

Founder, Creative Director & Executive Producer | *Urban Esoteric / Low Pass CDMX* Dec 2025 - Present

- Founded and lead a music and cultural production platform creating high-energy, genre-blending events at the intersection of global underground music, performance art, and underground culture.
- Launched Mexico City's first dedicated monthly bass music party integrating live performance and electronic culture; grew a community of 3,000+ engaged followers within four months.
- Curate international lineups spanning Luxury Trap, Neo Soul, West Coast Bass, Amapiano, Brazilian Funk, UKG, and Wave, and integrate multidisciplinary performance elements including pole dance and live art.
- Own full brand identity and creative direction: typography, graphic design, and visual language across all marketing collateral, event signage, and promotional assets.
- Direct video and photo content strategy for the marketing campaign, overseeing shoot concepts, editing direction, and platform-specific content across all social channels.
- Manage venue relations, contracts, and payments; book and manage artist relations for DJs, electronic producers, dancers, and live performers.

Production Manager | *Mycelium Festival* 2024

- Reported directly to the festival's two co-founders/owners as Production Manager for a five-day, 24-hour-programming private luxury retreat and boutique music festival: 400 attendees, 45 performing artists, multiple stages.
- Directed a cross-functional staff of approximately 30 and managed a \$200K production budget spanning logistics, operations, hospitality, and on-site execution.
- Oversaw camping and glamping accommodations, catering, workshops, and both live and electronic performance programming.
- Led real-time problem-solving and unexpected-situation resolution across a multi-day, round-the-clock schedule.

Bass Coast Festival | *Merritt, British Columbia, Canada* 2012 - 2025 (paused 2020-2021, COVID)

Artist Relations Co-Lead (2022 - 2025)

- Co-led a department of 2 sub-managers and a 20-person crew delivering the full on-site artist experience for 60+ musicians, dancers, and theatrical performers.

- Managed artist reception, on-site cabins for headliners, concierge camping for touring artists, and a 24-hour VIP lounge with backstage hospitality across 6 stages.

Stage & Workshop Management (2012 - 2019)

- Stage-managed one of the festival's main stages (AV tech, artist transitions, crew coordination), then co-led programming content and on-site operations for the festival's workshop area.

Contractual On-Site Production Lead | Task Force (for Habitat for Humanity installation)

2025 - 2026

- Engaged by Task Force, a production company behind large-scale civic and artistic campaigns (including the Obama "Hope" poster), as on-site production lead for a planned Habitat for Humanity anniversary installation.
- Led permitting logistics, storage/transport coordination, and staff sourcing for the proposed large-format installation.

Production Manager | The Bloom Series (documentary web series)

Dec 2012 - Jun 2014

- Served as Production Manager for a multi-episode documentary web series exploring global transformational festival culture, coordinating cross-functional departments including the documentation/camera team and fundraising team.
- Personally curated and negotiated partnership contracts for a 5-volume original soundtrack album series.
- Oversaw the build and hosting of a custom web portal for all series video content, ahead of mainstream streaming infrastructure.
- Planned and produced screenings and promotional events, and coordinated sponsorships and fundraising to sustain production.

Founder, Creative Director & Production Lead | Cyphertown Productions

Apr 2007 - Jan 2011

- Founded and led a production company delivering 35 large-scale events across 7 nightclub venues in the San Francisco Bay Area.
- Founded and built Cyphertown, a 150-person Burning Man theme camp, for two consecutive years (2007 and 2008), featuring a full soundstage and a raised, lit breakdance platform, with five consecutive nights of music, emceeing, dance, and live performance each year, a major brand activation extension of the production company.
- Owned full creative direction and branding for each event: graphic design, marketing collateral, and experience design/decor concepts.
- Hosted events and served as MC; booked talent and negotiated venue and vendor contracts.
- Built cross-functional teams and operational systems to execute complex, multi-day events under high-pressure, rapidly changing conditions.

Founder | Tala Creative

2012 - Present

- Organizational design, business development, coaching, and creative production for an independent portfolio of ventures.

ADDITIONAL PRODUCTION & EVENT EXPERIENCE

Dirtybird Campout (2019) • Envision Festival (2013) • Lightning in a Bottle (2007-2010, 2021-Present) • Symbiosis Gathering (2007, 2016-2017) • Burning Man (2005-Present) • Earthdance Festival (2007-2010) • Harmony Festival (2007-2009) • Alchemeyez Visionary Art Congress (2011) • CommuniTree Project (2008-2009)

References available upon request.