

Amihan K. De Leon, CAPM

Manhattan, NY | amihankrystal@gmail.com | amihankrystal.com

Creative Operations Professional

Results-driven Leader with Expertise in Operations, Communications, & Project Management

I'm passionate about promoting diverse forms of art and stories through the unique skills I've acquired in a One Year International Filmmaking Program in Paris, a non-profit comics publishing start-up in Manila, and a performing arts institution in New York. My global experience has allowed me to combine my passion for art and storytelling with my strengths in operations and project management.

CORE COMPETENCIES

- ◆ Project Management
- ◆ Creative Problem-Solving
- ◆ Data Tracking and Reporting
- ◆ Communications Strategy
- ◆ Commercial Media Licensing
- ◆ Presentations and Insights
- ◆ Data & Analytics
- ◆ Social Media Marketing
- ◆ Efficiency Improvements
- ◆ Budget Management
- ◆ Self-Starter and Strategic Thinker
- ◆ Graphic Design & Illustration
- ◆ Copywriting
- ◆ Operations and Administration
- ◆ Digital Content Creation

PROFESSIONAL EXPERIENCE

Carnegie Hall

Associate, Hall Operations

2023 - Present

Administrative Coordinator

2021 - 2022

Selected Achievements:

- ◆ Oversaw departmental billing, finances, and receivables, amounting to \$10MM annually, and supported the execution of commercial media agreements for clients such as Netflix, Disney, and Paramount totaling \$4MM annually.
- ◆ Worked as part of the Evaluation Team in selecting and implementing a new Enterprise Resource Planning system to streamline financial processes, as well as being a member of the Core Team for the migration, integration, and configuration from Artifax Classic to Artifax V4.
- ◆ Maintained departmental databases, IATSE union employee payroll processing, record keeping, administrative processes and reporting for over 200 union employees while participating in negotiations for the IATSE and SEIU Collective Bargaining Agreements by offering data and insights through reports and presentations.
- ◆ Collected key metrics for over 500 Carnegie Hall rental bookings for the purposes of presenting to senior executive leadership including Executive Director and Board of Trustees which served as a blueprint for the rental sales pipeline.
- ◆ Managed media inquiries and developed meaningful analytics on over 200 media inquiries to assess media revenue.
- ◆ Supported Director with budgeting and forecasting by providing historical data and predicting future trends while reconciling department financials with the ledger, liaising with Finance and Artistic Planning departments.
- ◆ Initiated knowledge transfer processes to streamline multiple procedures including compiling a document of over 50 pages with personnel lessons learned and database to document best practices across departments.

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Komiket, Inc.

Communications Intern

2020

Selected Achievements:

- ◆ Executed strategic communications plans for the startup publishing company's nationwide campaign by writing copy and collaborating with 2 supervisors to identify details action items, helping support local authors during COVID-19.
- ◆ Produced videos by shooting and editing footage, conducting interviews with artists to feature in videos for first mall-based Filipino art and comics convention with over 800 exhibitors.
- ◆ Supported 3 creative marketing interns by setting milestones, sharing best practices and delivering guidance, leading to implementing campaign including writing and editing copy for social media.
- ◆ Analyzed and identified opportunities to improve customer retention by conducting surveys and focus groups with artists and vendors.
- ◆ Facilitated creative media content from ideation to execution through close collaboration with artists to edit promotional graphic novel trailers for 10 finalists for the Philippine International Comic Festival.
- ◆ Streamlined workflows by revamping photo content for online bookstore, addressing the need for consolidation information in each caption, while supporting administrative, inventory, and sales processes.

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Communication Arts, *De La Salle University – Manila, Philippines*

One Year International Filmmaking Program, *Ecole Superieure De Realisation Audiovisuelle – Paris, France*

Certified Associate in Project Management, *Project Management Institute*

One Year Intensive Comics Certificate Program – *Sequential Artists Workshop*

TECHNICAL SKILLS

Design: *Adobe Creative Suite & Experience Manager, Canva, Final Cut Pro, Procreate*

Other: *Microsoft Office Suite (Excel, PowerPoint, Word, Outlook, Teams), Google Workspace, SharePoint, Artifax, Local 1 Union Payroll, FL Studio, Final Draft, SEO*

PROJECTS

Musikang Halo-Halo: Starting to Mix is a project sponsored by the San Francisco Arts Commission Grant. The project explores musician Theresa Calpotura's mixed Filipina-American heritage by combining stories from her 100-year-old grandmother's life, Filipino folktales, traditional instruments from the Philippines, electronics, and spoken word narrative.

Amihan K. de Leon illustrated the visuals for the performance at the Asian Pacific Islander Cultural Center's 2023 Festival, "Reimagining Horizons" as part of the 26th United States of Asian America Festival (USAAF), along with illustrating and designing the official Musikang Halo-Halo book.