Kassidy Bindues

Creative Coordination | Event Production | Experiential Design

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PROFESSIONAL SUMMARY

Creative-minded Program Manager with experience in event planning, experiential programming, promotional campaigns, and project coordination. Skilled at developing engaging event concepts and managing the logistics required to bring them to life, from production schedules and vendor coordination to guest experiences and on-site execution. Combines a background in creative agency operations with hands-on event development, a strong eye for detail, and a genuine enthusiasm for thoughtful, memorable experiences.

PROFESSIONAL EXPERIENCE

Program Manager February 2024 – Present
Nevada Children's Heart Foundation Las Vegas, NV

- Plan and coordinate fundraising events, community experiences, and immersive programs, overseeing creative development, event logistics, and on-site execution.
- Develop event themes, visual concepts, activities, and guest experiences for signature programs including Camp Mend-a-Heart, Hearts for ChariTea, and Walk with the Heart of a Child.
- Coordinate event timelines, materials, volunteers, community partners, and operational requirements to ensure organized execution.
- Support large-scale fundraising events serving approximately 1,000 participants, balancing guest experience, operational efficiency, and organizational objectives.
- Manage themed summer camp programming, developing creative experiences while coordinating schedules, counselor recruitment, training, and program logistics.
- Collaborate with donors, community partners, and vendors to coordinate event resources, materials, and program needs.
- Manage multiple concurrent projects, maintaining budgets, documentation, timelines, and operational accountability.
- Oversee statewide family assistance programming serving more than 270 households alongside event and program responsibilities.

Promotional Representative Lead August 2020 – January 2024
DK & Plush Creative Agency Las Vegas, NV

- Coordinated promotional campaign execution and on-site operations, ensuring alignment with client requirements, brand standards, and event objectives.
- Led field teams and facilitated communication between promotional representatives, clients, vendors, and internal stakeholders.
- Managed promotional materials, inventory, vendor procurement, and campaign deliverables across concurrent projects.
- Resolved logistical challenges in fast-paced environments while maintaining service quality and campaign timelines.
- Developed organizational processes for tracking promotional assets, inventory, and client deliverables.

Promotional Representative January 2018 – August 2020
DK & Plush Creative Agency Las Vegas, NV

- Supported brand activations and promotional campaigns through guest engagement, on-site execution, and coordination with client representatives.
- Assisted with campaign preparation, promotional materials, documentation, and operational troubleshooting.

SELECTED EVENT & CREATIVE PROJECTS

Hearts for ChariTea | Fundraising Event: Creative concept development, themed event design, production planning, event coordination, and guest experience.

Camp Mend-a-Heart | Immersive Summer Camp: Experiential programming, themed environments, activity development, production schedules, and team coordination.

Walk with the Heart of a Child | Community Fundraising Event: Large-scale event operations, participant experience, volunteer coordination, and event logistics.

A Labor of Love | Independent Event Design & Production: Creative direction, custom stationery, decorative installations, vendor coordination, production documentation, and event styling.

The Knight's Oath | Speculative Brand Experience: Independent conceptual Burberry project exploring experiential storytelling, art direction, guest journey design, and proposed event production.

CORE SKILLS

Event Planning & Coordination • Creative Concept Development • Experiential Programming • Event Design & Styling • Vendor Coordination • Production Timelines • On-Site Event Operations • Brand Activation Support • Guest Experience • Budget Tracking • Team Leadership • Project Management • Creative Problem-Solving

EDUCATION & CERTIFICATIONS

University of Nevada, Las Vegas, Bachelor of Arts in Psychology December 2023
Google Agile Project Management Certificate 2026
Grant Writing Essentials, NonProfitReady
Certified Wish Maker, Make-A-Wish 2026