MARTINE GALILEA WOLFE

EVENTS | MUSIC | CREATIVE PRODUCTION | PARTNERSHIPS
Paris, France • +33 7 69 94 24 13 • wolfemartine@gmail.com • linkedin.com/in/martinewolfe

PROFILE

Event producer and creative-commercial strategist with 5+ years across live events, music, brand experiences, partnerships, client development and international marketing. Produced high-profile cultural, hospitality and branded events in Paris, including projects around the Paris Olympics and LVMH, and led global client and growth initiatives in a 15-person cross-functional team. Combines creative concepting with hands-on production, budgeting, stakeholder management, business development and talent-facing experience; independent recording and live-performing artist with working knowledge of the music ecosystem.

Selected projects & clients: USA Basketball Olympic Team • LVMH • Hotel Costes • Studio Olympia • MOCA Los Angeles • Japan House London

CORE EXPERTISE

Event concept & production • creative recommendations & pitches • budget/P&L ownership • vendor sourcing & negotiation • client & partner relations • talent/artist coordination • business development • venue sourcing • production timelines • brand activations • photo/video production • cross-functional team leadership

PROFESSIONAL EXPERIENCE

Co-Founder, Brand & Operations | Oct 2026 – present
Court-bite (shoe grip enhancing mats for indoor basketball courts), Fell Swoop Inc. — Los Angeles / Remote
- Co-founded a family consumer-product startup making a two-board shoe grip system for indoor wood basketball courts; built the brand identity, positioning and Shopify store (court-bite.com).
- Lead manufacturing sourcing: sent quote requests to 100+ US suppliers and work with an overseas manufacturer on unit cost, minimum order and prototypes; manage NDAs and samples.
- Prepared launch readiness: provisional patent filing and patent assignment, trademark, GS1 UPC barcodes, packaging marking and an Amazon FBA unit-economics model.
- Run marketing and growth: plan and schedule Instagram, TikTok and LinkedIn content, build website pages, pitch rec centers and creators, and recruit a remote social media intern through 39 college media programs.

Partnerships & Sponsorship Sales | Oct 2026 – present
JPNStudio (Japanese art & culture media, 957K followers)
- Sell paid sponsorships to museums, galleries, auction houses and brands across Europe and the US.
- Closed 4 paid partnerships in the first month: MOCA Los Angeles, Japan House London, Lempertz (Cologne), Niwaki (UK).
- Own the full sales cycle: prospecting, outreach to up to 50 new brands and museums a day, calls, proposals, negotiation and contracts; raised MOCA's offer from $750 to $1,000; run pipeline and bookings in Notion.

Event Producer & Talent | 2022 – present
Lone Wolfe Productions | Studio Olympia | Thee Mgnmnt | Independent Milan | Marilyn Paris — Paris / Milan
- Produce and coordinate live music events, concerts, branded activations, commercial productions, editorials, fashion showrooms and creative presentations from planning through on-site execution.
- Liaise across artists, brands, venues, creative teams and production partners, leading to repeat bookings and long-term collaborations.
- Coordinate schedules, talent, photographers, stylists, technical teams and suppliers; resolve production challenges in real time.
- Bring first-hand talent experience to production decisions, balancing artist needs, brand objectives, audience experience and operational constraints.

Event Production & Management | 2024 – present
USA Basketball Olympic Team | LVMH | Hotel Costes | Giulia — Paris
- Produced and managed high-profile events around the USA Basketball Olympic Team during the Paris Olympics, plus luxury, music, nightlife and private-event projects.
- Led event operations for artists, musicians, brands and VIP clients: logistics, staffing, guest experience, schedules and live execution.
- Managed full production lifecycles: planning, budgets, timelines, vendor coordination, venue operations and on-site delivery; central link between clients, talent, venues and suppliers.
- Supported LVMH events through backstage coordination, production flow and schedule management, making rapid on-site decisions under pressure.

Director of Product Marketing | 2022 – 2025
Kaiko (Institutional Digital Asset Data) — Paris / Global
- Led global product marketing, commercial positioning, content and client-facing strategy across four international offices; managed a 15-person cross-functional team.
- Managed relationships with 200+ institutional clients and strategic partners, tailoring products, presentations and commercial narratives.
- Partnered with sales and leadership on business development, go-to-market, pitches and client retention; contributed to 15% year-over-year revenue growth.
- Conceived and executed corporate events, client experiences and industry gatherings (concept, logistics, budgets, stakeholders, post-event analysis).

Sales & Strategic Partnerships | 2022
Ledger Enterprise — Paris / Global
- Increased partnership agreements by 30% within six months.
- Built value propositions and supported senior commercial discussions with corporate and government stakeholders; contributed to 10 high-profile client wins.
- Worked across commercial, legal and product teams to evaluate and structure partnerships from research to execution.

Head of Research & Development | 2021 – 2022
Cointable — Remote / Global
- Led research, data synthesis and audience-facing communications for a fast-growing fintech platform; improved data accuracy by 20%.
- Translated technical subjects into accessible content, raising engagement by 15% and helping grow the user base by 10,000+ in one year.

MUSIC & CREATIVE PRACTICE

Independent Recording & Live-Performing Artist, "Martine Lone Wolfe" | 2025 – present
Paris live music scene
- Write, record, release and perform original music, with artist-side insight into audience development, creative identity, live programming and performer needs.

EDUCATION

University of California, Berkeley | 2019 – 2022
B.A. Political Science, College of Letters & Science
- GPA 3.94; High Distinction in General Scholarship; Dean's List; graduated in three years (August 2022).
- CMO, Bridge USA (UC Berkeley Chapter): PR, recruitment and event marketing; membership +50%, event attendance +20%; trans-Atlantic events with Bridge Europe engaging 1,000+ participants.
- Chancellor's Public Fellow / Advisor to the Chancellor: managed partnerships with Adobe, nonprofits and university stakeholders; initiatives reaching hundreds of students and 20+ nonprofits.

SKILLS & LANGUAGES

Production & commercial: event production, client relations, business development, partnership strategy, budgeting, vendor negotiation, creative presentations, project management, operations
Tools: PowerPoint, Excel, Microsoft Office, Google Workspace, Adobe Photoshop, Illustrator, Canva, Tableau
Languages: English (native), French (intermediate)