



Career Portfolio provided by Beyond.com

Mark Alan Luba

Results-driven professional with demonstrated success in Corporate, Theme Park and Non-Profit Event Production and Operations

Orlando, FL

Job Function: Arts, Entertainment & Gaming, Media & Communication, Travel, Hospitality & Restaurant

Highest Education: 4-Year College Degree

Portfolio: <http://www.beyond.com/MLuba-FL>

Career Summary

I have been successful as a detail oriented communicator with executive, technology and creative colleagues in Corporate Event, Theme Park Entertainment and Non-Profit Sponsorship Event Production and Operations. Currently seeking new challenges and opportunities in the hospitality, entertainment or Non-Profit industries, producing innovative and creative events that drive attendance and maximize sponsorship.

Areas Of Focus

Operations Management

(Expert) More than 10 Years

10+ years in a theme park environment leading a team of technicians, performers, costumers and Stage Managers. Expert in Guest Recovery and providing excellent customer service. Rated top 10% of all managers in feedback from cast members who were my direct reports.

Labor Contract Negotiation

(Intermediate) 7 to 8 Years

Knowledge of IBT, AEA, IATSE collective bargaining units and contracts with Disney. Maintained excellent relationships with CBA Business Agents.

Contracts

(Advanced) 9 to 10 Year

Thorough working knowledge of contracts for performers and consultants in relation to services provided to the company.

Training and Development

(Intermediate) 3 to 4 Years

Developed training plans for performers and standard operating procedure manuals with legal for several different venues and shows.

Strategic Planning

(Advanced) 4 to 5 Years

Skilled at workforce planning long range and short term to keep operations adequately staffed during peak season and keeping budgetary restraints in mind.

Professional Work Experience (Detail)

Consultant

Operations & Entertainment Business Services, Orlando, FL
May '12 - Present (4 Years, 1 Month)

RESPONSIBILITIES & ACCOMPLISHMENTS

- Creative Talent Booking and Management
- Rehearsal and Logistics Management of New Show Development & Design
- Consulting Services for Event Planners, Production Companies, Corporate Entertainment, Non-Profit organizations
- Collaborate with cross-functional teams to draft project schedules and plans.
- Vendor Manager for one of Central Florida's largest July 4 Celebrations
- Management support to Arts and Community organizations for events and festivals

Theatrical and Character Operations Manager

Walt Disney Company Canada Ltd, Toronto, ON Canada
Jan '09 - May '12 (3 Years, 4 Months)

RESPONSIBILITIES & ACCOMPLISHMENTS

- Joined Disney Cruise Line in new position of Facility Operations Manager (Theatrical and Character) in Toronto.
- Managed the growth of the business as it doubled in size over three years from two to four ships.
- Negotiated all talent contracts with performers or their agents. Supervised a high-powered team of stage managers and production support personnel, both in Toronto and on the ships.
- Partnered with Disney Corporate Real Estate on acquisition and build out of new facility to accommodate DCL Fleet Expansion.
- Recruited shipboard Entertainment and Character managers and raised salary and bonuses to retain top level managers
- Development & Rehearsal Planning for Original Casts. Worked closely with all levels of Entertainment from Executives to Technicians and kept process schedule on track and within budget.

Entertainment Production Manager

Disney Parks and Resorts - Walt Disney Imagineering, Orlando, FL
Jul '00 - Jan '09 (8 Years, 7 Months)

RESPONSIBILITIES & ACCOMPLISHMENTS

- On the Show Production Team for Creative Entertainment at Disney Parks Worldwide and Entertainment Operations Team at Magic Kingdom Park
- Primary Stage Manager at Cinderella Castle Stage, Magic Kingdom Park Produced opening of holiday lights at Cinderella Castle and the shows featured on the castle stage during the busy Christmas season.
- Multi-Year Planning for Mickey's Christmas Party, Halloween Party, Night of Joy, Grad Nights

Consultant/Managing Producer

On The Mark/Maxwell Entertainment Group, Orlando, FL
Sep '94 - Jan '04 (9 Years, 4 Months)

RESPONSIBILITIES & ACCOMPLISHMENTS

- Assistant to the Show Director for the 134th Edition of RBBBC. Creative development of show, white model pitch to executives, Talent Casting, Costuming, Choreography, keeping rehearsals on track, involved in every aspect of the production.
- Managed day to day operation for Show Producers of Circus and International Variety Acts for the Theme Park and Live Show Industry
- Space and Facility Planning for Continuing Education coursework and Corporate Meeting Planning. Point of contact with Hotels and Convention Centers throughout Florida

Planned Work Specialist

The Walt Disney Company, Lake Buena Vista, FL
May '93 - Sep '94 (1 Year, 4 Months)

RESPONSIBILITIES & ACCOMPLISHMENTS

- Decorator for Holiday Services for Resorts Decorating at WDW.
- Purchasing, Production, Install, Dismantle of decor for all Disney resorts during the Christmas season.
- Managed a budget of over 1 million dollars annually.
- Design work and management of teams in the field.

Purchasing & Entertainment Manager

Image International, Orlando, FL
Jan '88 - May '93 (5 Years, 4 Months)

RESPONSIBILITIES & ACCOMPLISHMENTS

- Provided Planning and Operational direction for incentive travel programs for corporate clients such as Chevron and Darden Restaurants.
- Managed purchasing and entertainment department for Convention Services/Corporate Events company.
- Coordinated all air, ground transportation and lodging for groups. Negotiated hotel room blocks and Food/Beverage operations for groups.
- Original Stage Management Team for Halloween Horror Nights USF
- In charge of Production for New Years Eve events at local area resorts on multi-year basis - 'The Viennese Ball & New Years with the Phantom'

Director, Hospitality

National Air, Sea and Space Foundation, Cocoa Beach, FL
Jul '14 - Apr '15 (9 Months)

Production Manager

Winfield Murdock Creative Works, Orlando, FL
Apr '15 - Present (1 Year, 2 Months)

Education

Bachelor Degree (COMPLETED) | Organizational Communications

University of Central Florida, Orlando, FL
Minor(s): Film Studies

Worked for the University full time as Staff Assistant to the Dean of the College of Extended Studies and Real Estate Institute

High School Diploma (COMPLETED) | College Prep

Satellite High School, Satellite Beach, FL

Chorus, Theatrical Production, Student Government

Memberships and Volunteering

International Association of Amusement Parks and Attractions (Association Member)

Nov '94 - Present

Disney VoluntEars (Team Leader Canada)

Apr '10 - Apr '12

Orlando Philharmonic Orchestra "Friends of the Phil" (Patron Member and Volunteer)

Present

Music Education Series, Production planning, sponsorships

Dr Philips Center for the Performing Arts (Donor/Volunteer/Docent)

Jan '16 - Present

Lifelong Learning

Continuing Education Coursework

Disney University, University of Central Florida, Meeting Planners International

Public Speaking, Listening and Managing Feedback, Public Relations and Advertising, Corporate Event Planning and Meeting Coordination, History of Film, Production Management

Publications

The Millionaire's Lifeboat - CCC Press - Titanic Commutator

Apr '14

Author(s): Mark Luba

Story of Lifeboat 4 and the survivors

My Visual Resume

Infographic Resume

Career highlights displayed graphically

Social Media & Personal Websites

Facebook : (<https://www.facebook.com/OPSENTMGMTSVCS>)

LinkedIn : (<http://www.linkedin.com/in/markluba/>)

INDEED.COM : (http://indeed.com/me/MARK_ALAN_LUBA)

CVVisual : (<http://resumup.com/mlubaf1>)
Infographic Summary and additional information from RESUMUP

From My Colleagues

Phillip Maeers

Title: Assistant Facilities Manager
Company: Walt Disney Company Canada Ltd

"I worked with Mark on a project based transition from one rehearsal facility to a newly expanded, permanent home. Mark was always available to answer questions and receptive to new ideas and shared learning from operational experience"

Robert Hargrove

Title: Entertainment Producer
Company: Disney Parks & Resorts
Company Website: <http://disney.com>

"Mark was my main point of communication in his role. He was a great partner and provided information in a timely manner. In his role we partnered regarding Production Team members traveling and logistics and Mark was very helpful possibly complicated logistics in working in another country".

Peter Dubinsky

Title: Owner
Company: Firebird Productions

"I give Mark my highest recommendation. We've worked together for several years on many different projects. He has excellent management skills, and is highly professional."

Bruce Hopp

Title: Freelance Event Production Consultant

"I was fortunate to work with Mark on several projects at Walt Disney World. He is extremely knowledgeable regarding his craft. His calm and thoughtful demeanor is very welcome in an environment that is often intense and schedule driven. His work ethic is impeccable. It was not surprising then that Mark was selected to represent Walt Disney Company in Toronto. He will be an extremely valuable asset to any company wise enough to select him. I highly recommend Mark as a consummate professional and leader."

Eleanor Demetrios

Title: Independent Show Producer
Email: imagine1@mac.com

Mark is as efficient and knowledgeable about any project he undertakes as is possible. He has an excellent work ethic, diligent and reliable.