



# Hi! I'm Zaedryn Rook, and I'm an event architect

(pronounced *zay-dren*, but you can call me Zed)

This PDF highlights some of my Event Production  
Portfolio (don't worry, It's only 7 more pages)

# I've produced over 200 events

over the past 20+ years — including weddings, residential retreats, multi-city tours, virtual conferences, educational institutes, workshops, and literary showcases. From intimate retreats to 300+ guest large-scale productions, I excel with any format and scale.

## **VIRTUAL FLUENCY**

Producing online events since 2014 — years before the pandemic normalized virtual formats. Coordinated 50+ webinars, online courses, group experiences, and virtual conferences including a 40+ speaker, 3-track fully virtual conference in 2020, and 15+ live virtual literary showcases since 2020.

## **SCALE & COMPLEXITY**

Lead Coordinator for a 300+ guest wedding at Seattle's Edgewater Hotel — managing full vendor suite, day-of timeline, catering, florals, photography, and on-site staff. Also coordinated an 8-day destination wedding in Juneau, Alaska as sole on-site coordinator for 100 out-of-town guests.

## **MULTI-CITY & NATIONAL REACH**

Produced and coordinated events across 35+ cities in the US, Canada, UK, and Australia. Managed a 10-city book tour across the US and Canada, and coordinated a 30-city national tour — handling venue booking, local marketing, speaker recruitment, and logistics city by city.

# Summer Institute on Sexuality

Director & Event Producer, San Francisco State University, 2017 & 2018



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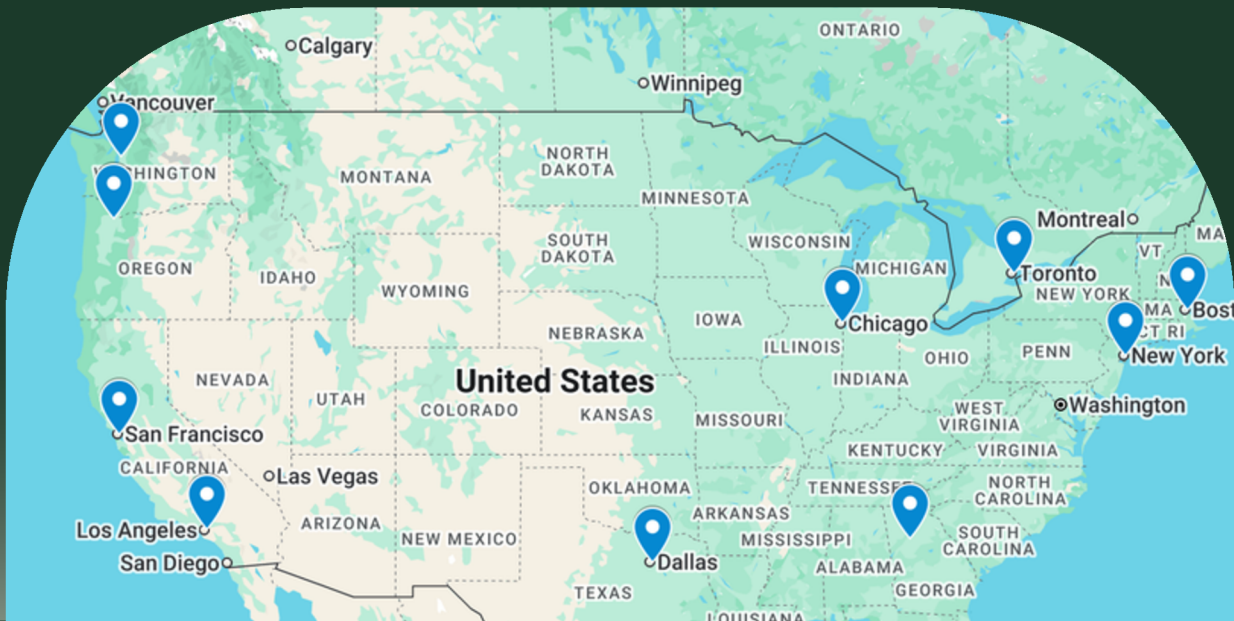
The Annual Sexuality Institute is a 5-day intensive through San Francisco State University, bringing together educators, researchers, clinicians, and community members for in-depth professional development in human sexuality. Across three consecutive years as Director, I produced the 15th Annual Institute — *Sexuality, Activism & Social Change* — and the 16th Annual — *Centering Women of Color and Trans Women In Sexual Health* — coordinating 18 and 28 speakers respectively, managing all logistics from scheduling to venue coordination, printed program booklets, and a full multi-channel marketing campaign.

Programming extended beyond sessions: the 2017 institute included a keynote by Julia Serano and a closing reception at the Center for Sex & Culture; the 2018 institute featured a studio tour at Pink & White Productions and a Community Fair with 11+ organizations.

Over the two years, attendance grew 250% and revenue from donations, grants, and sponsorship increased 340%.

# International Book Release Tour & Virtual Tour

Tour Producer & Host, US & Canada, April–November 2012



Say Please, an anthology Zed edited (Cleis Press, 2012), launched with a coordinated multi-city physical tour and a simultaneous virtual blog tour. The physical tour ran April through November 2012 across 10 cities in the US and Canada. Each event featured 3–5 guest readers alongside Zed as host, with full event production handled end-to-end: venue booking, speaker recruitment and coordination, local flyer design and marketing, on-site hosting, and book sales management.

Each stop required its own local infrastructure — identifying and securing the right venue for the city's community, recruiting readers who

reflected the book's contributors and aesthetic, and designing city-specific promotional materials. No two events were identical; each was tailored to its city, its venue, and its audience while maintaining a consistent branded experience across the full tour.

In total the physical tour reached 500+ audience attendees across 10 stops. Running concurrently, a 30-stop virtual blog tour extended the book's reach across the online literary and LGBTQ community, coordinating original content across 30 host sites over the same period — a fully self-produced, dual-format book launch spanning two countries.

# Portals of Pleasure

Producer, Co-Facilitator, & Marketing Director  
Body Electric School & Body Trust Circle, 2009–2019



*Pulse* and *Portals of Pleasure* represent a continuous 10-year arc of residential retreat production across two organizations. *Pulse* was a 5-day residential retreat produced under Body Electric School, where Zed served as co-producer and assistant facilitator from 2009–2013. When Zed co-founded Body Trust Circle in 2014, the retreat evolved into *Portals of Pleasure* — an advanced 5-day program integrating somatic practice, and artistic expression — running 5 instances through 2019.

Across both programs, Zed managed all production logistics: venue, catering, travel coordination,

marketing, registration, and sliding-scale pricing accessibility.

For *Portals*, Zed co-designed the curriculum and facilitation framework from scratch annually. The program represented a full professional arc — from assistant facilitator under an established organization to co-founder and lead producer of a successor program.

9 instances. 2 organizations. 10 years. One continuous production model scaled successfully across multiple venues, states, and organizational homes.

# LGBTQ Speakers Bureau

Associate Director, SF LGBTQ Speakers Bureau, 2018–2019



The SF LGBTQ Speakers Bureau places trained LGBTQ volunteer speakers in schools, universities, and community organizations across the Bay Area to share personal stories and build understanding. As Associate Director from 2018–2019, Zed managed the full operational scope of a 70+ volunteer citywide bureau — overseeing speaker placement, volunteer training, workflow systems, communications, and content strategy across a 2-year engagement.

During Zed's tenure, the bureau completed 2–5 speaker placements per month across 25+ Bay Area schools and community organizations, reaching an estimated 10–50 audience members per placement. Zed designed and facilitated the comprehensive volunteer

onboarding program — including a speaker handbook and 2-day speaker training — and formalized 6 core operational workflows from scratch: volunteer onboarding, speaker-to-gig matching, inbound speaker requests, multi-channel marketing promotion, outreach to past venues, and quarterly volunteer feedback. All 6 had been ad hoc or undocumented prior to Zed's tenure.

In addition to operations, Zed owned all content streams — social media, mailing list, and blog — managing a 3-person content team and significantly raising the bureau's public profile over the engagement period.

# FLAME Virtual Conference

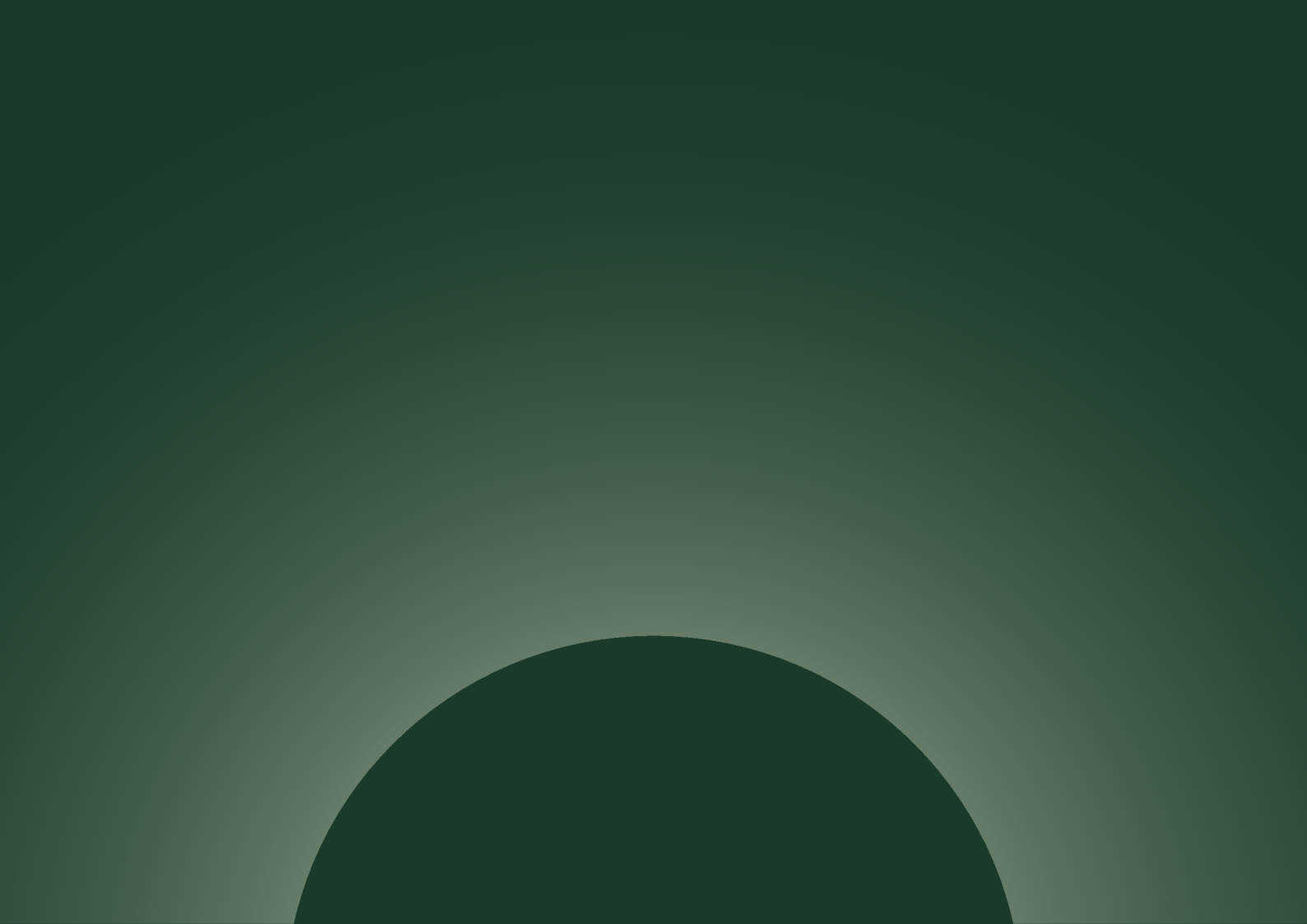
Associate Producer, 2020

A graphic featuring the words "FLAME CONFERENCE" in a white, sans-serif font. The text is centered within a dark, rounded rectangular area that has a background of orange and red flames. A thin orange rectangular border is positioned around the text, with the corners cut off to match the rounded shape of the background.

FLAME Conference 2020 was a 3-day fully virtual conference serving the erotic arts education community — produced entirely online in April 2020, among the first in its sector to make the pandemic pivot. The conference ran across 3 tracks, 30 sessions, and 2 keynotes over Friday through Sunday, with approximately 150 attendees joining from across time zones — the schedule was published in EST, CST, MST, and PST simultaneously.

Zed served as Associate Producer, bringing prior online event production experience dating to 2014 to a team largely new to virtual formats.

Responsibilities spanned the full production cycle: speaker applications, screening, and programming across 40+ speakers; session scheduling across 3 concurrent tracks; speaker communications and technical onboarding; real-time troubleshooting across all 3 live days; and vendor and marketing coordination throughout the promotional cycle.



# What does your event team need?

I would love to help!

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