

ZAEDRYN ROOK

Event Architect · Producer & Coordinator

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Event architect with 20+ years of building the infrastructure that makes transformative experiences possible — from a 10-city book tour and a 30-city national tour to 5-day residential institutes, 300+ guest wedding, and 40+ speaker virtual conferences. I design the systems, relationships, and logistics that allow other people's most important moments to happen on time, on budget, and with care. My work spans in-person and virtual, intimate and large-scale, local and international — always with the same conviction that the invisible infrastructure of a well-run event is what people feel, even when they can't name it.

CORE COMPETENCIES

End-to-end event production & logistics	Speaker & talent recruitment and management	Multi-channel marketing & audience development
Venue sourcing, contracts & vendor management	Virtual & hybrid event production (since 2014)	Volunteer & team leadership
Multi-city & touring event coordination	Curriculum & program design	Workflow systems design, & operations
Day-of coordination & real-time troubleshooting	Budget management & financial oversight	Graphic design: flyers, programs, promotional material, signage

SKILLS-BASED EVENT EXPERIENCE

PRODUCTION & LOGISTICS MANAGEMENT

- Produced 200+ public events across 20+ years spanning weddings, residential retreats, multi-city tours, virtual conferences, 5-day educational institutes, literary showcases, and speaker bureaus
- Lead Coordinator for a 300+ guest wedding at the Seattle Edgewater Hotel: managing full vendor suite including catering, florals, AV, photography, and venue; built complete day-of timeline and directed all on-site staff
- Sole on-site coordinator for an 8-day destination wedding in Alaska for 100 out-of-town guests: managed all vendors, daily guest programming (whale watching, hiking, tramway, restaurant reservations), and end-to-end logistics across 8 consecutive production days
- Produced and facilitated 9 residential retreat instances across 10 years and 2 organizations, managing venue sourcing, catering, residential setup, travel coordination, and materials for every instance
- Managed all production logistics for a 3-day, 40+ speaker, 3-track virtual conference (FLAME 2020): speaker scheduling, technical onboarding, real-time troubleshooting, and full session coordination across 30 sessions

MULTI-CITY, NATIONAL & LARGE-SCALE EVENTS

- Coordinated events across 35+ cities in the US, Canada, UK, and Australia, spanning 3 continents over 20+ years
- Produced a 10-city book tour (April–November 2012), handling venue booking, speaker recruitment (3–5 readers per city), local flyer design, marketing, on-site hosting, and book sales city by city
- Coordinated programming and logistics across a 30-city national tour (Wonder Body Connection Tour)
- Produced the SFSU Annual Sexuality Institute across 2 years, a 5-day intensive with 18–28 speakers, printed program booklets, multi-channel marketing, and full attendee registration systems, growing attendance 250% and revenue 340%

VIRTUAL & HYBRID EVENT PRODUCTION

- Producing online events since 2014, across webinars, courses, virtual conferences, and live showcases
- Coordinated 50+ webinars and online courses including Power & Intimacy online course (600+ students) and Writing Your Life (281 students across 5 cohorts)
- Produced 13+ live virtual literary showcases (Writing Your Life Student Showcase series, 2020–present); platform setup, run-of-show, performer coordination, promotion, and audience communications
- Coordinated a 30-stop virtual blog tour across 30 host sites simultaneously with a 10-city physical book tour

SPEAKER, TALENT & VOLUNTEER MANAGEMENT

- Managed 70+ trained volunteer speakers as Associate Director of the SF LGBTQ Speakers Bureau — coordinating 2–5 placements per month across 25+ Bay Area schools and community organizations
- Designed and facilitated comprehensive volunteer onboarding program including speaker handbook and 2-day speaker training
- Recruited, scheduled, and managed 3–5 guest readers per city across a 10-city book tour — tailoring each event's lineup to its city and venue
- Coordinated speaker applications, programming, and logistics for 40+ speakers across a 3-day virtual conference

- Managed speaker logistics for 18–28 presenters annually at SFSU Summer Institute — scheduling, travel, communications, and on-site coordination

MARKETING, COMMUNICATIONS & AUDIENCE DEVELOPMENT

- Designed and executed multi-channel marketing campaigns for SFSU Summer Institute: email, social media, community outreach, sponsorship, and grant development, contributing to 250% attendance growth over 2 years
- Owned all content streams at SF LGBTQ Speakers Bureau: social media, mailing list, and blog
- Designed city-specific promotional flyers and marketing materials for each stop of a 10-city book tour, coordinating with Cleis Press on book inventory and sales
- Developed and executed marketing and enrollment campaigns for 5 cohorts of Writing Your Life online course — building a returning student community of 40+ across multiple cohorts

SYSTEMS, WORKFLOW DESIGN & OPERATIONS

- Formalized 6 core operational workflows at SF LGBTQ Speakers Bureau — volunteer onboarding, speaker-to-gig matching, inbound requests, marketing promotion, venue outreach, and quarterly feedback — all previously ad hoc or undocumented
- Built and managed complete course infrastructure for Writing Your Life — registration, communications, learning platform, student community, and feedback systems across 5 cohorts
- Co-designed full curriculum, daily schedules, and facilitation frameworks for Portals of Pleasure residential retreat from scratch — scaled successfully across 5 instances, 2 states, and 2 organizations
- Managed attendee registration systems, communications workflows, and feedback processes for annual institutes

EMPLOYMENT HISTORY

- Event Producer** · Rook Event Architecture (Independent) 2016 – Present
Writing Your Life Online Course · EroSomatic Arts Collective · Weddings · Event Production
- Associate Director** · SF LGBTQ Speakers Bureau 2018 – 2019
70+ volunteer speakers · 25+ placement sites · 6 formalized workflows
- Event Producer** · SF State University — Annual Sexuality Institute 2016 – 2018
250% attendance growth · 340% revenue growth · 18–28 speakers · 5-day annual institute
- Associate Producer** · FLAME Conference 2020
40+ speakers · 3 tracks · 30 sessions · 150 attendees · COVID-era virtual pivot
- Program Manager** · Acceleprise 2020
Speaker booking · weekly programming · event operations · key partnerships
- Puberty & Sexual Health Educator** · Superstar Health Education 2014 – 2016
20+ schools · 4th–8th grade · trans-inclusive, pleasure-inclusive curriculum

EDUCATION & CREDENTIALS

<p>Dual BA: Creative Writing & Gender, Women & Sexuality Studies University of Washington — Magna Cum Laude, Phi Beta Kappa</p> <p>Digital Marketing & Communications General Assembly, 2019</p> <p>Strategic Grant Writing Institute for Strategic Funding Development, 2017</p>	<p>Selected Awards & Recognition</p> <p>GWS Alumni Award — University of Washington, 2017</p> <p>Lambda Literary Award Finalist (x3) — 2016, 2019, 2022</p> <p>NLA-International Awards (x2) — 2015, 2016</p> <p>Program Development Excellence — Body Electric School, 2012</p> <p>Teacher of the Year — Bent Writing Institute, 2005</p>
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Tools & Software: Active Campaign, Adobe Creative Suite, Airtable, AllSeated, Asana, Basecamp, Canva, Collaboration, Communication, Conflict Management & Resolution, Constant Contact, Content Marketing, Copper, Crowdcast, Cultural Awareness & Differences, Curriculum Development, Customer Service, Cvent, Daily Operations, Data analytics, Day-to-day Operations, Digital communications, Digital Marketing, Digital Strategy, Diversity Equity & Inclusion, Editing, Email Management Software, Email Marketing, Emotional Intelligence, Eventbrite, Event Management, Executive Support, Facilitation, Google Suite, Hopin, HTML, HubSpot, Joy, Leadership, Mailchimp, Microsoft Office Suite, Microsoft Teams, Monday.com, Online Events, Planning Pod, Problem Solving, Project Management, RegFox, Salesforce, Slack, Social Media Campaigns, Social Media Marketing, Social Tables, Splash, Strategic Vision, Trello, Vimeo, Virtual & Hybrid Events, Web Design, Wordpress, Writing, YouTube, Zoom