

Sandi Croft

www.purplelotusinc.com - sandi@purplelotusinc.com – 702-241-5776

Sandi has over seventeen years of performing, production, teaching, marketing and sales experience dedicated to providing innovative and exceptional results. Her references say it best, her *“expertise, leadership, inspiration and motivational skills are invaluable...”* *“Sandi is an essential part of the entertainment business...”* *“Sandi successfully thrives in a dynamic environment with joy and enthusiasm. She achieves each challenge with sheer pleasure and confidence.”*

Experience

Producer

Purple Lotus Inc Las Vegas, NV www.purplelotusinc.com

- Most recently produced a critically acclaimed show for a Quebec Dance Festival
- Managed all levels of production including: hiring all talent including cast, choreographers and directors; directing creative meetings and show development; handling all PR issues; scheduling rehearsal space, locations and times; organized travel and accommodations; successfully stayed within the budget

Producer’s Assistant

Jean Ann Ryan Productions Florida & Italy www.jeanannryanproductions.com

- Assisted with direction and creation of new theatrical, Broadway and Cirque-style shows for Silver Seas and Norwegian Cruise lines
- In charge of North American audition tours
- Casting for new shows and for replacements
- Managed the rehearsal and staging of new shows
- Implemented new cast members into existing shows

Field Producer

Infinity Films Vancouver, B.C. & Las Vegas www.infinityfilms.ca

- Recruited and interviewed talent for a Pilot 13 part series “Living in Sin City” (a documentary-style real-life series highlighting Canadians working in Las Vegas)
- Created the treatment and successfully pitched to producers
- Developed the questions and material for the field interviews
- Produced all aspects of the preliminary interview videos

International Teacher/Speaker/Judge

Purple Lotus Inc., N. America, Asia, Europe www.purplelotusinc.com

- Taught master jazz/modern and ballet dance classes (ages 7 through adult professional).
- Assisted in development of aspiring dancers and artists
- Emphasis on technique, strength and choreography
- Skilled public speaker with the ability to assess the appropriate placement of young talent
- Conducted high-energy motivational classes

Marketing & Sales

Capezio Ballet Makers New York & Asia www.balletmakers.com

- Increased sales 300% over 4 year period (Australia, Hong Kong, Singapore, Thailand)
- Increased account base 25%/year for 4 consecutive years
- Successfully opened stores in Hong Kong, Manila, Singapore, Taiwan and Bangkok
- Conducted market research throughout Australia, New Zealand, Malaysia, Indonesia and South Africa