

DEWEY JOE BEENE JR.

leader, innovator, and problem solver

Experienced executive with a 30+ year career in sales, marketing, development and operations within the entertainment industry. This includes theme parks, special events, FEC's, hospitality, live productions, multi-media, public speaking and more with **proven success** in enhancing guest experiences, driving operational efficiency, and leading high-performing teams. Seeking **senior-level role** to leverage strategic planning, operational management, and customer engagement expertise to drive organizational success.

THINGS YOU SHOULD KNOW

As an **experienced professional** with a creative business mindset, I have successfully launched and developed several companies from the ground up. I have coached business owners to *overcome stagnation, achieved multi-million dollar revenues, attracted investors, increased profitability, and prepared businesses for sustainable growth and exit strategies.*

With an entrepreneurial spirit nurtured since childhood, I bring a unique perspective to the table as an employee. These early experiences have shaped my approach to business, inspiring me to continually develop my skills while working full-time in various demanding, guest-focused industries throughout my entire professional life.

You will benefit from the experience I have gained in roles ranging from front desk, to CEO. I have worked in virtually every aspect of the business world, developing a well-rounded skill set that allows me to approach challenges from both visionary and pragmatic perspectives.

I am **passionate** about helping others achieve their full potential and am open to employment opportunities to fill a critical role within your organization, taking your business to the next level.

CALL ME,

LET'S GET TO WORK!

Dewey J. Beene Jr

DEWEY JOE BEENE JR

✉ dewey@beene.com

☎ 405-204-7319

INDUSTRIES

- family entertainment centers
- theme parks & amusements
- technical direction & production
- film & television
- stage & theatrical
- conference & trade shows
- entertainment production
- hospitality & food service
- design & fabrication
- training & education
- live event management
- tourism & travel
- corporate event planning

EXPERTISE

- sales and marketing
- business innovation
- operational efficiencies
- product development & launch
- executive management
- branding initiatives
- guest experience strategies
- team building & management
- leadership strategy & tactics
- start up & exit strategies
- SWOT analysis
- PR & public speaking
- policy & procedure
- training and development

COMPETENCIES

- creative problem solving
- strategy and execution
- project management
- budget development
- customer service
- goal prioritization
- time management
- employee relations & HR
- persuasive presentations
- market research analysis
- networking partnerships
- sales & marketing strategy
- adaptability and resilience
- reason and decision making
- conflict resolution

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EXPERIENCE

- FOUNDER & PRESIDENT** 2020 - 2023
Beanstalk Productions
- Consulted in the entertainment, special events & hospitality markets to attract new guests, increase return visits and generate more revenue.
- FOUNDER & OPERATING PARTNER** 2016 - 2020
Vault Ice
- Founded a very unique company within a niche market. Attracted investors and raised millions to grow to the largest national distributor.
- FOUNDER & PRESIDENT** 2007 - 2016
Innovative Event Solutions
- Launched entertainment production company from the ground up. Company produced high revenue events and corporate functions.
- NATIONAL TOUR DIRECTOR** 2003 - 2007
World of Magic Productions
- After successful launch, managed all production aspects, including development, logistics, budget, and marketing while executing industry productions with outstanding results.
- VP BUSINESS DEVELOPMENT** 2002 - 2003
World of Magic Productions
- Developed and managed a new division of the company by supervising creative development, customer engagement, revenue goals, budget requirements, and marketing strategy.
- VP PRODUCTION** 1998 - 2002
Six Flags, Inc.
- In an executive role, managed family entertainment and amusement production across 36 international locations, focusing on concept development, implementation, and operations.
- PRODUCTION MANAGER** 1993 - 1998
Silvertree Productions
- Produced live attractions, managed customer relations, employee training, logistics, budgeting, and project development. Primary duties included hands on management of offsite productions.
- DEPARTMENT MANAGER** 1992 - 1993
Frontier City Amusement Park
- In a leadership role, responsibilities included client interaction, quality control, labor management, budgeting, and revenue oversight while ultimately enhancing efficiency and improve guest engagement.
- ASSISTANT MANAGER** 1991-1992
Sooner Productions
- Advanced to a leadership role with increased accountability and collaboration on the further development of complex projects within the family entertainment and amusement industry.
- PRODUCTION ASSISTANT** 1988 - 1991
Sooner Productions
- Assisted in creative development and implementation of company concepts and product launches. Heavy utilization of problem-solving skills and delivering public speaking presentations.

The most valuable resource one can possess is to be creatively resourceful. I'll bring this *'maximum result with minimal resources'* mindset to your company and find innovative solutions to any challenges we'll face.

QUALITIES:

vision driven - innovative
professional - creative - resilient
collaborative - strategic - tactical
organized - pragmatic - ethical
trustworthy - motivational
entrepreneurial - drama free
dedicated - responsible

OTHER SKILLSETS:

negotiations - proposals
presentations - branding
media production - talent
acquisition - coaching
mentorship - training
partnerships - networking
operations - multitasking
management - budgeting

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REFERENCES AND MORE

I understand the importance of finding the right candidate for your organization. The best way to truly understand my work ethic, character, and skillset is to meet with me in person or virtually for an initial introduction.

However, to provide you with a glimpse into my professional reputation, I have included a list of references that includes colleagues, clients, former employees, family members, and friends. These individuals can attest to my quality of work and the value I can bring to your company.

SEAN NIEMIEC

- Colleague, client and friend. 20 years.
- (612) 801-3233
- sean@intriguetheater.com

CHRISTY KINNETT

- Sister and former employee in several businesses.
- (405) 719-1631
- christy.kinnett@gmail.com

SETH STEVENSON

- Friend, former employee, colleague. 30 years.
- (405) 503-1847
- seth2474@gmail.com

GARY OWEN

- Friend, client, colleague. 30 years.
- (405) 590-5768
- garyowenprod@sbcglobal.net

TIFFANY STEVENS

- Client, friend and former competitor. 15 years
- (405) 570-3926
- tiffany@moodpartyrentals.com

KOREE VANZANT

- Former employer, friend 30 years.
- (405) 437-7567
- koree@thearborimage.com

BRENT PATTERSON

- Colleague, former client and friend. 20 years
- (405) 274-2258
- brent@tribute.care

KYM JOHNSON

- Client, colleague, friend. 25 years
- (405) 206-8425
- kymjohnston@boxtalent.com

DANIEL RODRIGUIZ

- Former employee. 5 years
- (405) 490-0727
- rodriguezsalesconsulting@gmail.com

JACOB RAINS

- Friend and former employee. 10 years
- (405) 633-7449
- jacobbrains@gmail.com

WADE TOWER

- Colleague and former client. 15 years.
- (405) 880-7778
- wadetower@gmail.com

MARIAN FREE

- Client. 15 years
- (405) 820-0468
- marianfree@cox.net

BEA PENHALL

- Client & colleague 15 years
- (405) 640-8382
- bea@aboutlastnight.net

LAUREL BRATCHER

- Former client. 20 years
- (405) 249-8720
- laurelbratcher@gmail.com

MATTHEW SARTORI

- Friend and former employee. 10 years.
- (405) 326-6600
- matthewsartori@yahoo.com

BUSINESS IS MY SKILL, PEOPLE ARE MY PASSION

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ENTREPRENUERIAL HISTORY

My entrepreneurial work has taught me how to effectively identify opportunities, develop new ideas, and create solutions that bring value to customers and stakeholders. My skills in project management, creative problem-solving, and strategic thinking can be harnessed as a valuable asset to any forward thinking business. Your business can benefit from my unwavering work ethic, expertise in driving results and creating value for your organization to help take your business to the next level. The below endeavors are businesses I've launched, purchased, operated and/or sold over the years. While this list is not exhaustive, it demonstrates my vast array of work across many fields.



THOUGHT BOARD STUDIO 2020-2023

- Produced white-label B2B explainer videos communicating complex concepts to the audience.

IDEAS IN ICE 2014-2017

- Negotiated the acquisition and rebranding of a local company to a national market and continued operations.

EZ FUNCO 2010-2016

- Specialized in providing games, activities, and attractions for fairs, festivals, carnivals, and other outdoor events.

WEDDING WORKSHOP 2009-2020

- Created the first live/online collaboration of wedding professionals to educate brides in planning their wedding.

DOLLY LEVI'S EVENT DESIGN STUDIO 2009-2012

- Served events, catering to a selective clientele with a high-touch approach and an average event spend of \$100K.

D&R PROPERTIES 2006-2011

- Managed a personal real estate business consisting of residential properties, specifically single-family homes.

SCREAM ACRES HAUNTED HIKE 2005-2006

- Seasonal one-mile guided dark tour through a horror-themed landscape, attracting 150K+ visitors over 20 days.

IES AGENCY 2005-2007

- Brokered national entertainers, solo performers, and group acts, catering primarily to corporate clients.

CONCESSION CONCEPTS 1995-2000

- Operated in 60 locations, offering drink and snack machines, coin-op units, and manned event concessions.

THE MAGIC WAGON 1991-1993

- Operated multiple high traffic, crowd stopping retail kiosks featuring souvenirs, novelties, and other unique items.

MAGIC WORKS ENTERTAINMENT 1991-2002

- Negotiated, contracted, and advanced national bands, solo performers, and group acts for private and public events.

DRIVEWAY DETAIL 1989-1991

- Mobile auto detailing services to the clients home or business with guaranteed 90-minutes turn around..

HAPPY TUNES 1988-1991

- Specialized in sing-o-gram performances, booking singers and musicians for surprise social events and occasions.

LAWN GENIE 1985-1988

- Operated a residential lawn and light landscape business, brokering work to individuals and small companies.

BUTTON EXPRESS 1982-1985

- Designed, manufactured, and sold wearable promotional items for businesses and specialty souvenirs for events.

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