

Patricia Yeboah

About

Creative strategist and cultural programmer with 10+ years of experience leading high-impact events, community programs, and creator-driven initiatives across the cultural, tech, and lifestyle sectors. Skilled in designing and executing scalable programming that celebrates community, drives creator engagement, and aligns with brand and product goals. Deeply embedded in the North American creator economy and BIPOC creative networks, with a proven ability to manage cross-functional teams, secure strategic partnerships, and deliver inclusive, culturally relevant content experiences.

[Contact](#)

[Website](#)

[LinkedIn](#)

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lululemon Align

Role: Snr Account Director & Executive Producer

Market: Muskoka, Ontario

Challenge

lululemon sought to mark the 10-year anniversary of its Align™ franchise with a flagship experiential activation. The mandate was to design a premium, multi-day retreat that embodied lululemon's values of movement, wellness, and comfort while amplifying Align's cultural relevance through earned media, influencer storytelling, and press engagement.

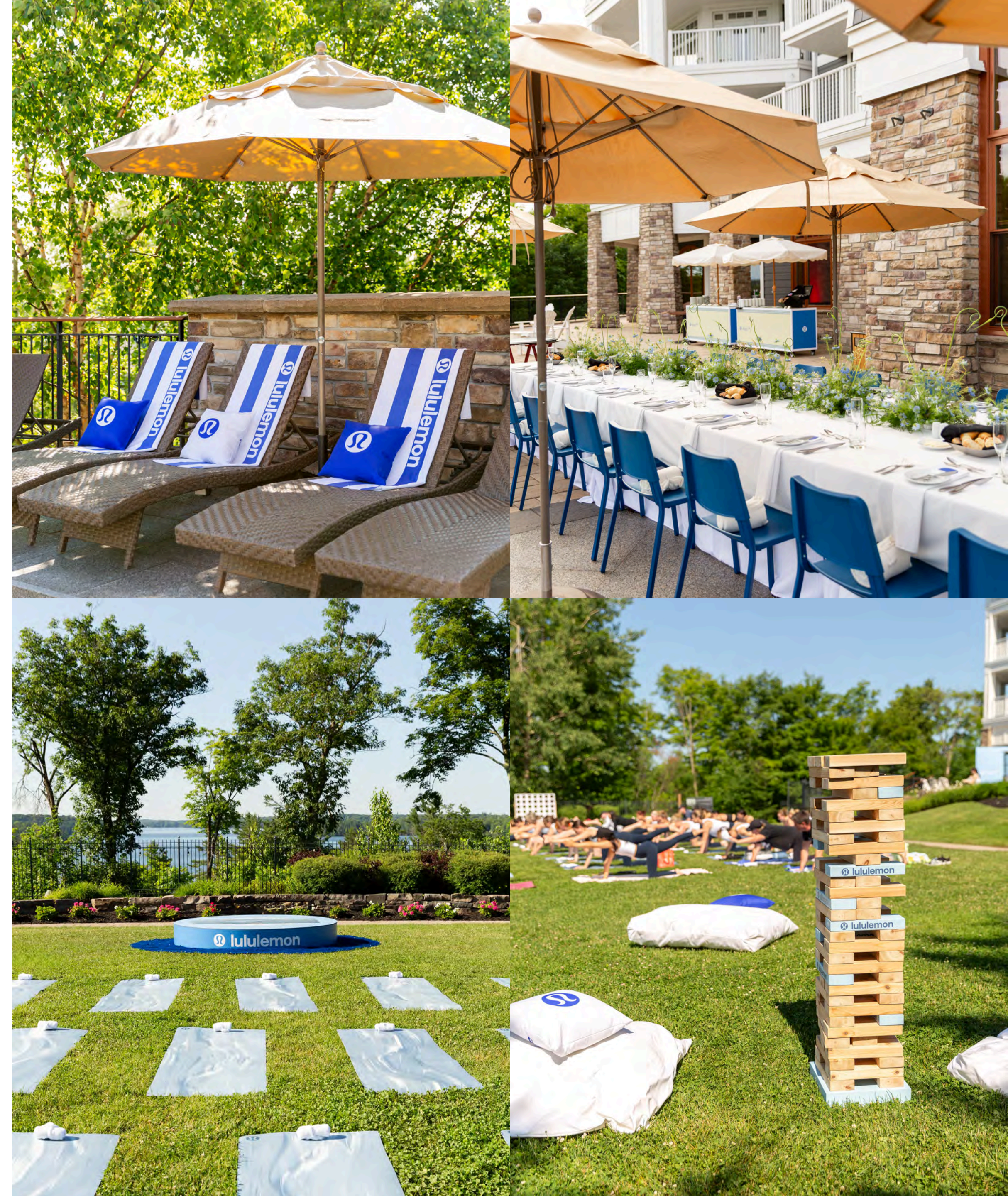
Approach

Following a competitive process, the project was won independently through an RFP, securing lululemon as a client partner. As Director & Executive Producer, leadership spanned strategic vision, client service, budget authority, creative direction, and full-scale production management. The two-day takeover at JW Marriott Rosseau transformed the property into an Align™ brand world, immersing tastemakers, media, and community members in curated programming and brand storytelling.



Key experiential elements included:

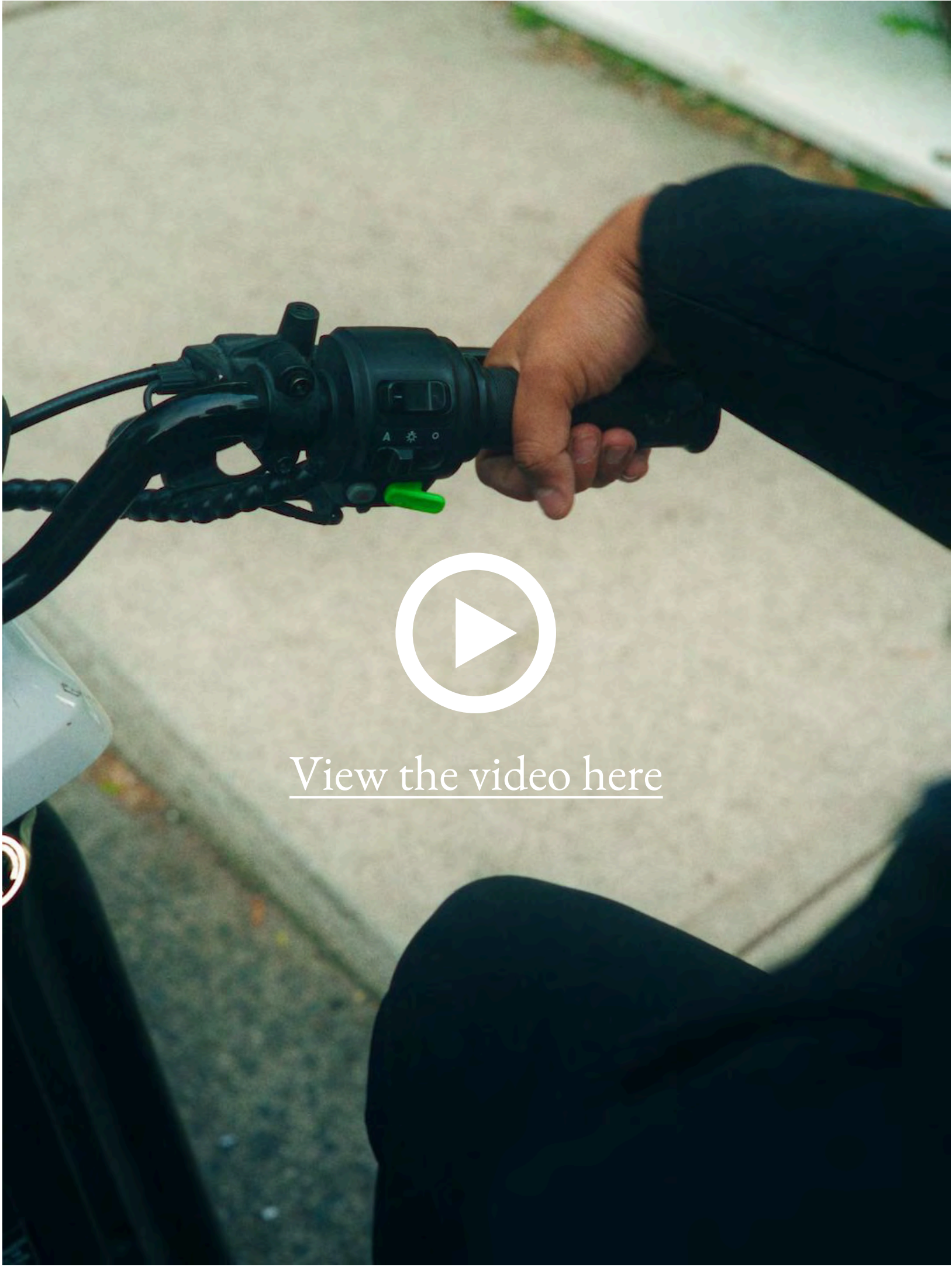
- **PR & Seeding Strategy:** Custom Align™ boxes with limited-edition apparel, Sahajan skincare, Ruru Baked ice cream, and ritual tools, engineered to spark anticipation and organic amplification.
- **Personalized Styling Journey:** Digital surveys and on-site styling with lululemon Educators, paired with professional portraiture by Othello Grey to deliver high-value narratives.
- **Immersive Programming:** Circular yoga stage sessions with Global Ambassador Shayla Stonechild; “Choose Your Own Adventure” modules including kayaking, massage, and photography; and a family-style dinner with curated tablescapes.
- **Hero Moment:** An intimate lakeside performance by Charlotte Day Wilson, staged with intentional design to reinforce lululemon’s positioning at the intersection of wellness, artistry, and culture.
- **Surprise & Delight Touchpoints:** Personalized lockers, embroidered textiles, poolside activations, branded refresh carts, and late-night firepit gatherings.
- **Branded Environments:** Muskoka chairs, floral installations, and vinyl/stage builds in the Align™ palette, creating a cohesive visual identity.











Impact

- Secured and led the RFP independently, establishing direct client relationship with lululemon.
- Hosted 30 curated creators and media on Day 1 and 200+ community members on Day 2.
- Delivered a 1.7M+ cumulative social reach across Instagram and TikTok, with 27K+ engagements, exceeding benchmarks for organic amplification.
- Generated hundreds of thousands of earned impressions via PR, influencer unboxings, and live storytelling.
- Received outstanding guest sentiment, with feedback describing the retreat as “intentional, personal, and brand-defining.”
- Cemented Align™ as a flagship lululemon franchise while creating a repeatable experiential playbook for future markets.



Shopify Summit – Après

Role: Lead Program Manager

Market: Toronto

Challenge

As part of Shopify Summit, Shopify set out to produce Après, a large-scale cultural and technology experience designed to connect commerce with creativity. The brief required staging a headline music event at Budweiser Stage for thousands of attendees, integrating international talent with Toronto's creative community, and ensuring seamless execution across stakeholders, vendors, and city partners.

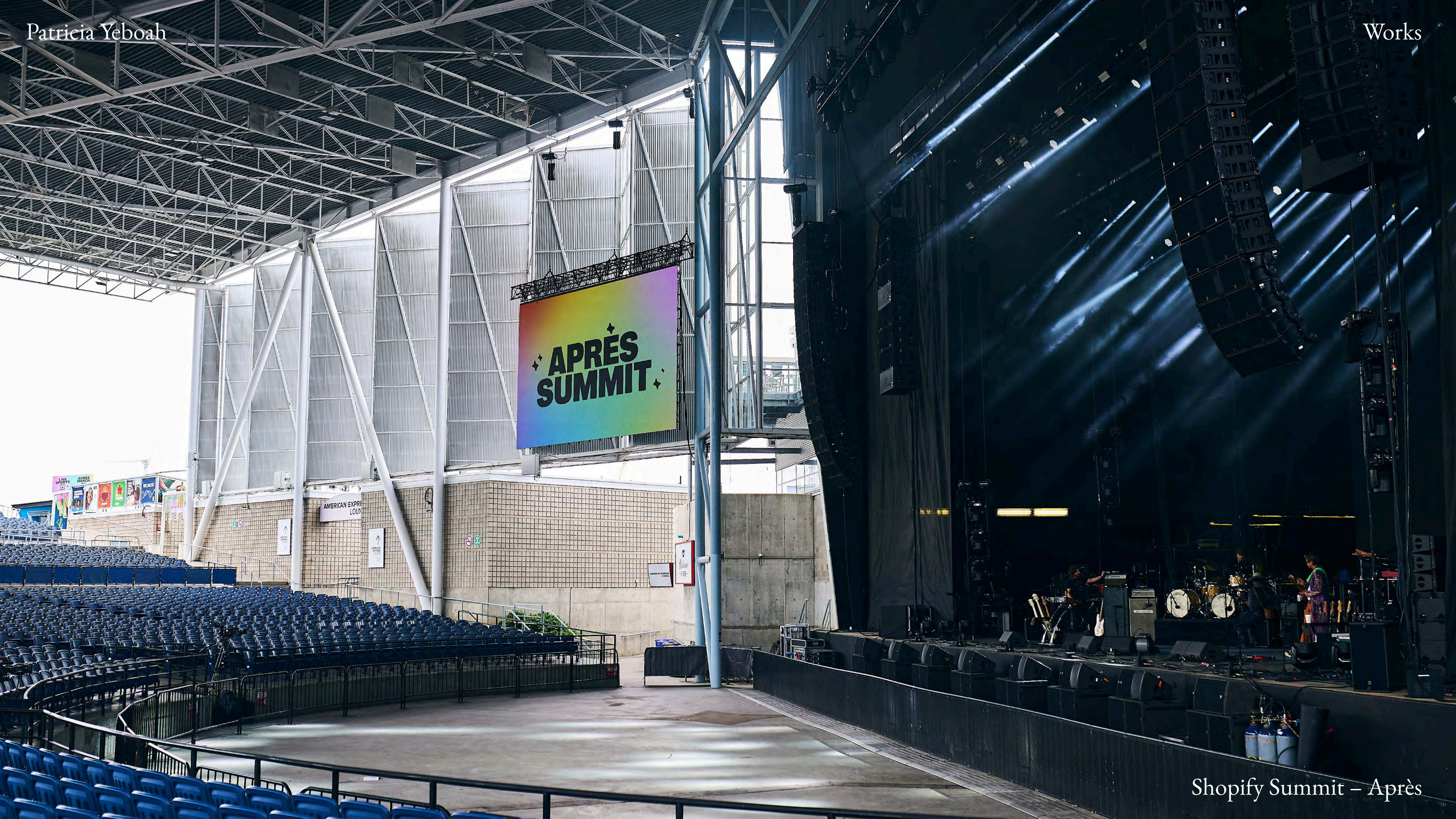


Approach

As Lead Program Manager, responsibilities included talent management, production oversight, cross-functional coordination, and stakeholder reporting. Key contributions included:

- **Talent Booking & Advancement:** Secured and advance headliners Gary Clark Jr., Phoenix, and Steve Aoki, alongside. Oversaw contracting, visas, travel logistics, riders, and on-site artist management.
- **Production Leadership:** Directed AV, staging, and technical teams to deliver a full-scale program at Budweiser Stage, including main stage builds, backstage operations, and hospitality zones.
- **Cross-Functional Coordination:** Collaborated with internal Shopify teams (brand, creative, comms) and external vendors across security, logistics, and artist relations.











Shopify Summit – Après

Impact

- Delivered a 6,500+ attendee flagship festival as part of Shopify Summit.
- Produced seamless headline performances from Gary Clark Jr., Phoenix, and Steve Aoki, alongside Toronto-based cultural talent.
- Executed the event in partnership with Live Nation, reinforcing Shopify's ability to operate at global entertainment scale.
- Strengthened Shopify's cultural positioning by embedding storytelling, inclusivity, and accessibility metrics into program design.
- Reinforced Après as a marquee cultural platform for Shopify Summit, bridging global artistry with Shopify's innovation narrative.



Google Marketing Live Canada

Role: Senior Producer / Account Supervisor

Market: Toronto (Beanfield Centre)

Challenge

Google needed to localize its flagship Google Marketing Live (GML) program for the Canadian market, with the objective of positioning itself as the leader in AI-powered advertising solutions. The mandate was to deliver an immersive, one-day event that combined global messaging with localized storytelling, engaging both senior executives and practitioner marketers while showcasing Google as a trusted partner in a new era of AI-driven marketing.



Approach

As Senior Producer / Account Supervisor, leadership spanned strategic client management, creative oversight, vendor contracting, and end-to-end production delivery. Key elements included:

- **C-Suite Engagement:** Exclusive CMO lunch for 10–12 executives designed to create high-value networking prior to the main program.
- **Keynote & Content Delivery:** A mainstage program anchored by thought leadership, AI product storytelling, and case studies, supported by breakout sessions tailored to verticals.
- **Experiential Design:** Transformation of the Beanfield Centre into a branded environment, with dynamic spaces including an entrance tunnel, lively lounge, AI activations, and multi-purpose ballroom for day-to-night programming.
- **Fabrication & AV:** Oversaw large-scale scenic builds, branded signage, and technical production in partnership with IATSE and Local 506, ensuring streamlined crew calls and cost-efficient labor management.
- **Attendee Experience:** Integrated AI-driven activations, gamified photo opportunities, and networking spaces to encourage interaction across 300+ marketers and 100+ Googlers.









Impact

- Welcomed 580+ attendees onsite, exceeding the 331 pre-registrations, achieving a 61% show rate
- Drove 96% positive experience ratings, with:
- 94% of guests reporting improved understanding of Google's AI-based advertising solutions.
- 88% of guests expressed confidence in leveraging Google AI to improve results.
- 92% of guests identifying Google as a key strategic partner for future marketing initiatives
- Successfully delivered a full-scale localized adaptation of a global flagship program within a three-month planning window, navigating condensed lead times and multiple rounds of creative alignment.
- Reinforced Google's positioning as the category leader in AI-powered advertising, translating technical capabilities into a compelling, human-centered experience.



Hendrick's Flora Adora Launch

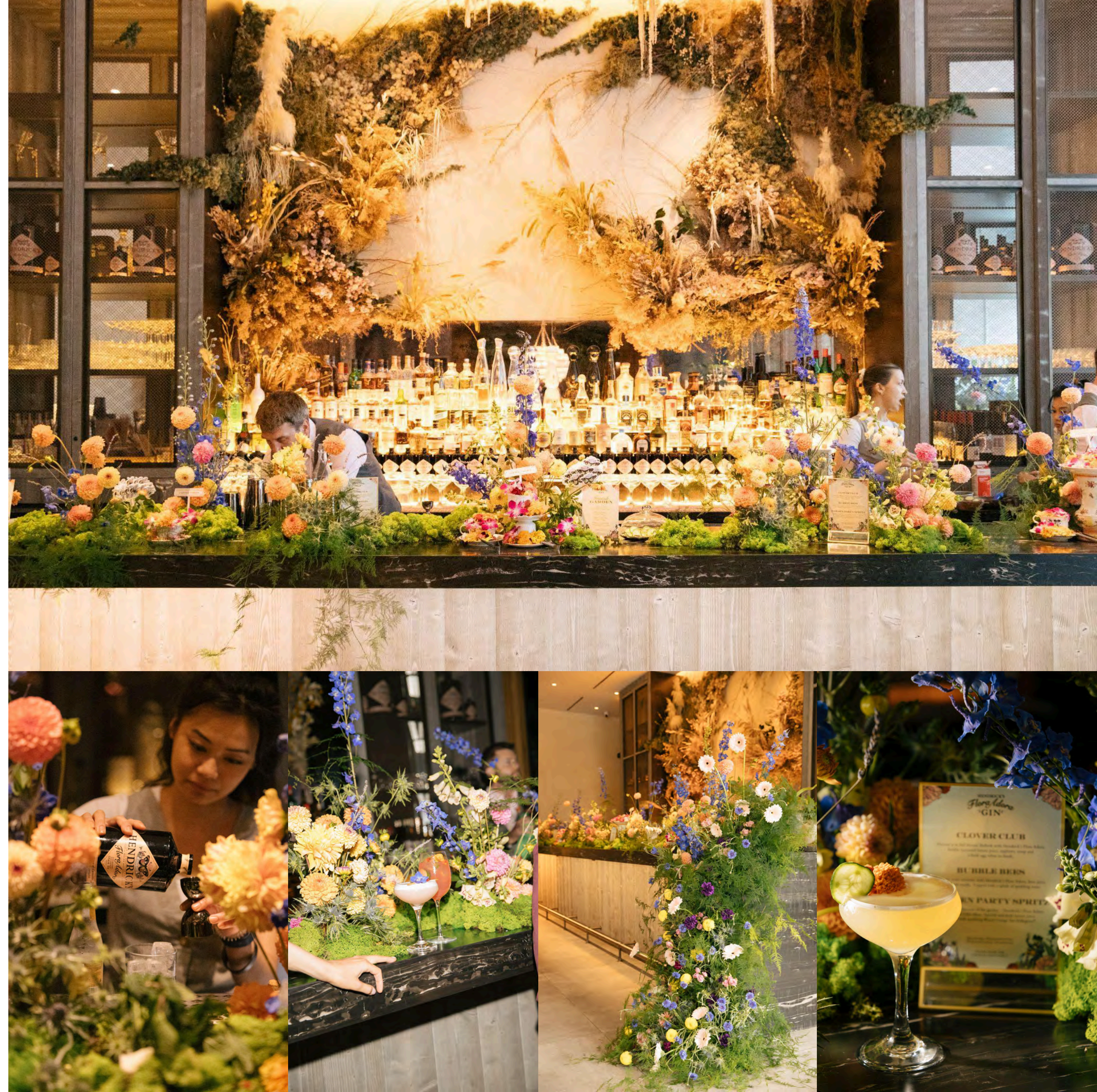
Role: Accounts Supervisor/ Senior Producer

Market: Toronto & Montreal

Challenge

Hendrick's tasked us with bringing their Flora Adora expression to life in a way that embodied the spirit of spring — birth, bloom, and beauty — while engaging audiences through an immersive PR and experiential campaign in two key markets.





Approach

As Accounts Supervisor & Senior Producer, I led client management, budget oversight, and full production delivery. I directed cross-functional teams — florists, entomologists, AV, and brand ambassadors to design and execute a multi-sensory guest journey. Key activations included the Garnish Garden tasting experience, a bespoke photobooth shadow box, and curated floral take-home moments that reinforced the brand story. To maximize impact, I also managed influencer programming and a curated guest strategy to ensure cultural relevance and media amplification.

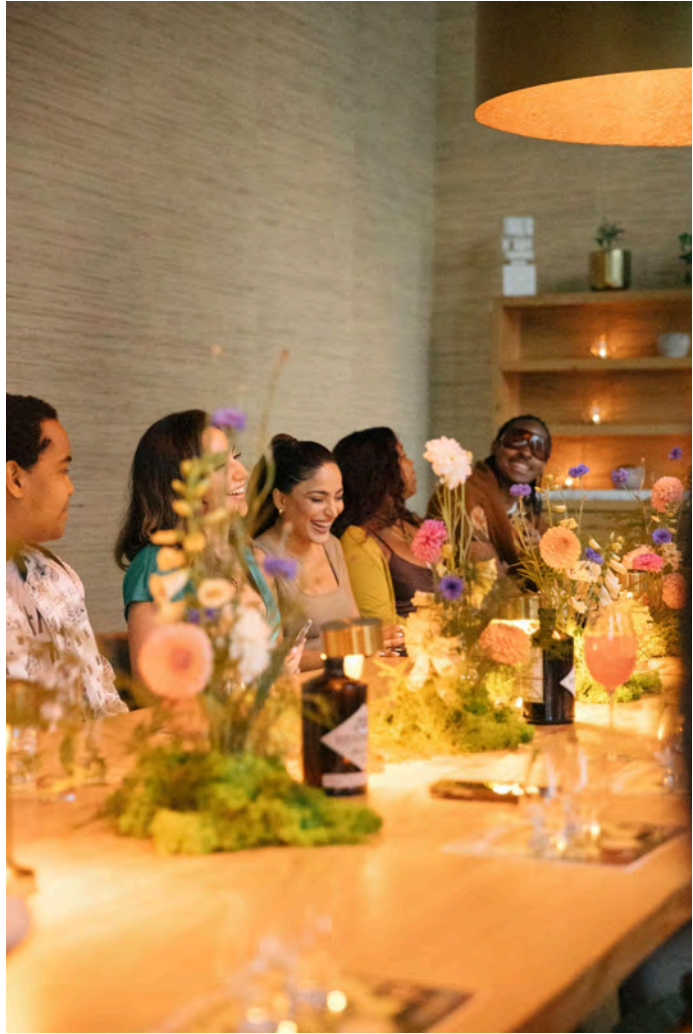
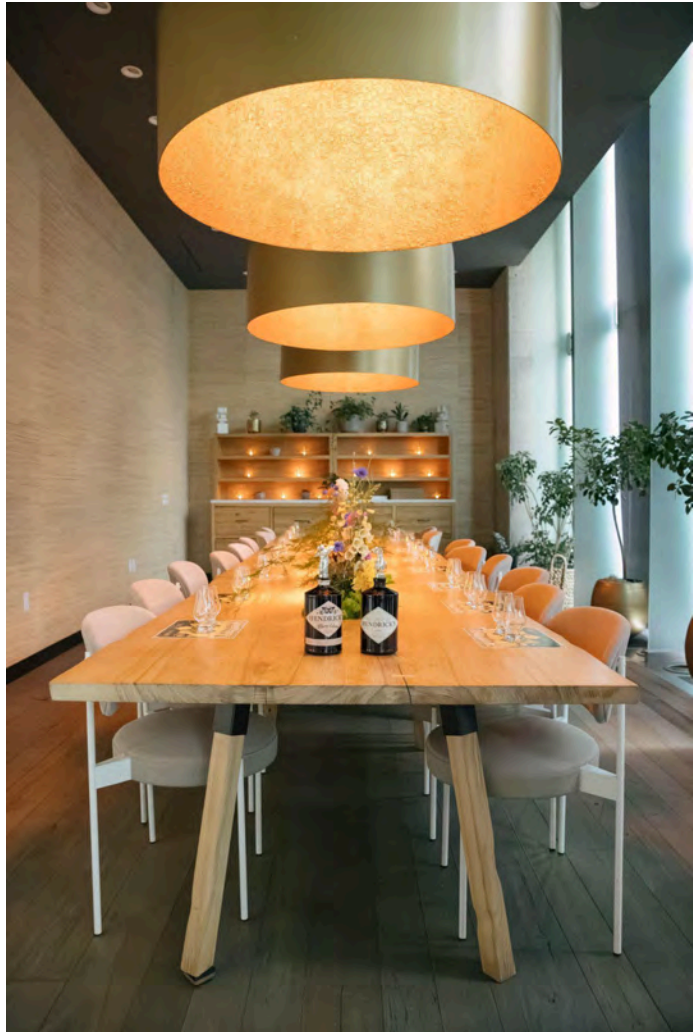


Hendrick's Flora Adora Launch



Hendrick's Flora Adora Launch





Hendrick's Flora Adora Launch

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Works

Impact

- 600K+ earned impressions across press and social
- 9.6M+ paid impressions amplifying campaign reach
- 6.8M+ social impressions (vs. KPI of 1.4M)
- 1M+ earned engagements through influencer and guest content
- 300+ pieces of original content created by attendees and creators



Holt Renfrew Holiday

Role: Accounts Supervisor/ Senior Producer

Market: Toronto, Vancouver, Montreal, Calgary

As Accounts Supervisor & Senior Producer, I led the cross-country experiential campaign celebrating Holt Renfrew's Holiday Magazine re-launch. Inspired by vintage European newsstands, I produced a signature magenta pop-up installation in Toronto and Vancouver, with smaller custom builds in Montreal and Calgary. To deepen cultural relevance and community engagement, I sourced and managed partnerships with beloved local vendors including Daan Go, Ollia Macarons + Tea, Nile Coffee, and Kafka's Coffee, delivering surprise-and-delight moments like a custom Holt Renfrew bear macaron.

I oversaw client communications, production logistics, budget management, and vendor coordination, ensuring creative alignment and flawless execution across 15+ activation days in four markets. The activation created a multi-sensory guest journey that blended design, sampling, and local storytelling to expand Holt's reach with a younger audience.









Impact

- 30,000+ magazines distributed
- 17,802+ direct consumer interactions
- 31,794+ impressions on-site
- 2,000+ contest entries and program sign-ups
- Hundreds of new community relationships formed through local vendor integration



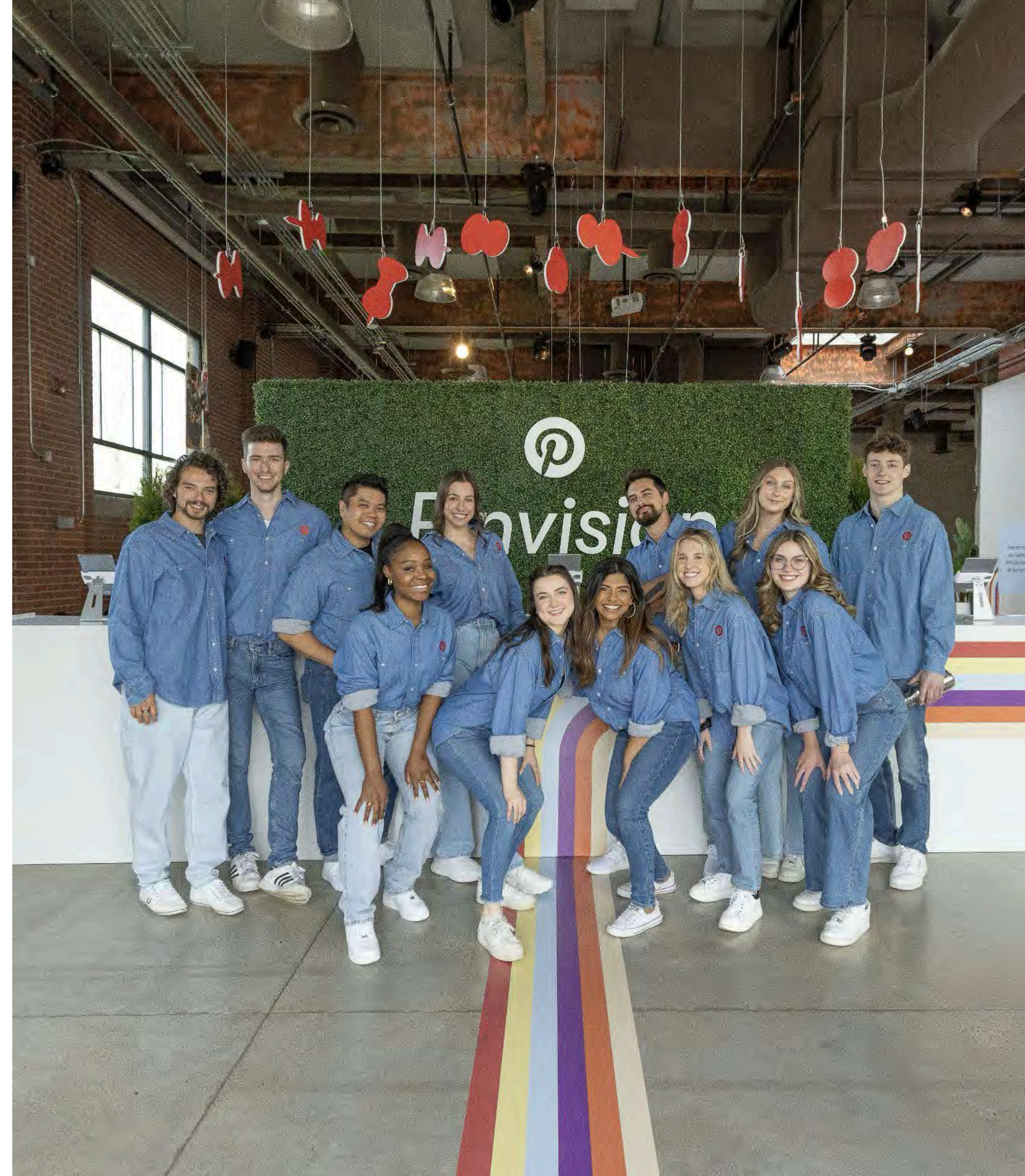
Pinterest – Pinvision

Role: Accounts Supervisor/ Senior Producer

Market: Toronto

Challenge

Pinterest needed to demonstrate its unique value to advertisers in Canada by turning its digital platform into a tangible experience. The goal was to help senior marketers and decision-makers better understand the journey from “discovery to decision to do” while positioning Pinterest as both a cultural inspiration hub and high-value advertising platform.



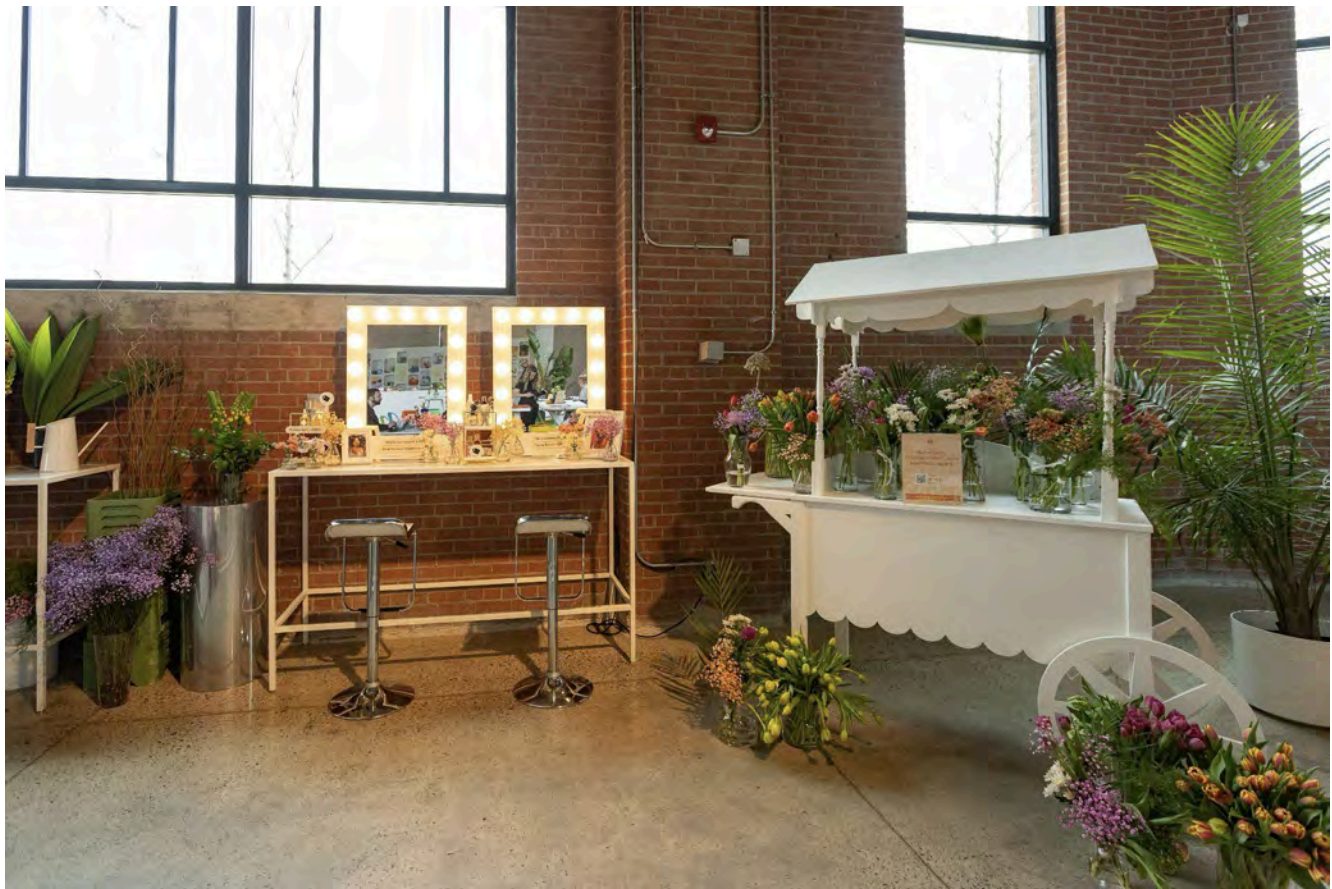
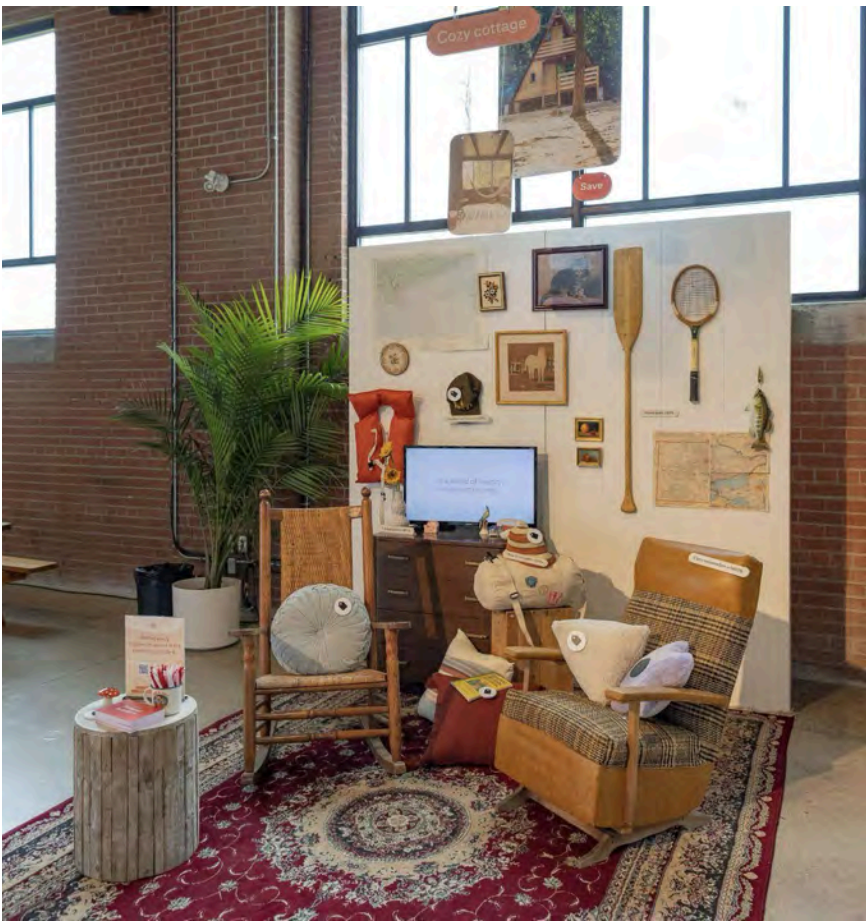
Approach

As Accounts Supervisor & Senior Producer, I led the end-to-end production of Pinvision, Pinterest's flagship B2B experiential marketing event. I managed client relationships, budgets, and approvals while directing creative, fabrication, and technical teams to bring the platform to life through a Canadian summer-inspired build. The space featured immersive vignettes from outdoor escapes to city patio moments — each designed to highlight how brands can authentically engage audiences on Pinterest. The event blended education, inspiration, and networking, strategically designed to boost advertiser comprehension, accelerate adoption, and drive measurable ROI.





Pinterest – Pinvision



Pinterest – Pinvision



Impact

- Engaged 400+ senior marketers and decision-makers in curated programming and networking
- Achieved a 92% satisfaction rate (4.6/5 average rating) from post-event surveys
- Generated 1M+ brand impressions and strong share-of-voice in Canada's adtech and marketing community
- Strengthened Pinterest's positioning as a trusted B2B partner, bridging platform comprehension with tangible business outcomes



Google Think Retail 2024

Role: Senior Producer

Market: New York City

Challenge

Google needed to re-engage its top retail and commerce advertisers ahead of the holiday season, showcasing AI-powered commerce solutions in a way that felt innovative, premium, and hyper-personalized. The goal was to position Google as an indispensable partner for driving holiday growth across omni-channel retail, while creating a best-in-class C-suite experience.



Approach

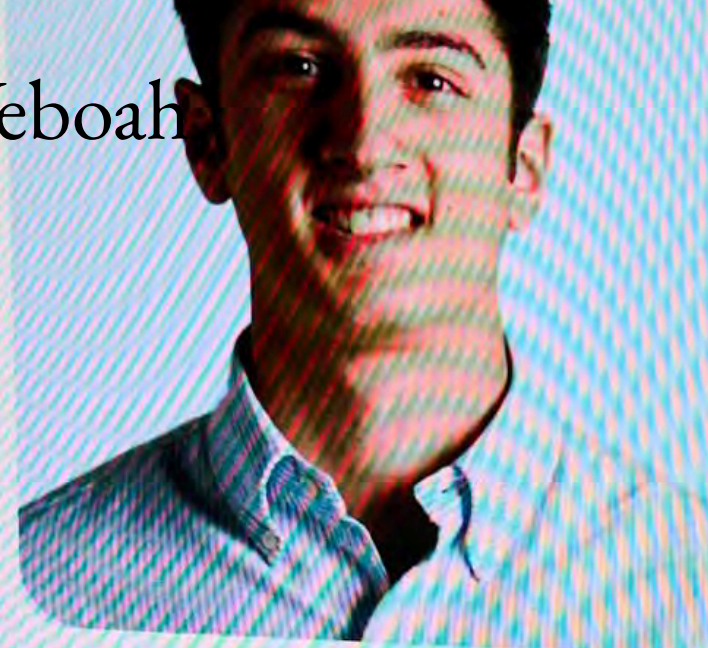
As Senior Producer, responsibilities spanned end-to-end event production—from creative development and floorplan design to vendor management, attendee journey mapping, and live execution.

Key experiential elements included:

- Mainstage programming anchored by Google’s “Holiday 4Ds” framework, featuring keynotes, fireside chats, and customer success stories.
- Curated breakout sessions + AI Labs, offering hands-on product demos to showcase YouTube, Shopping Ads, and omni-channel strategies in action.
- A custom-fabricated Swag Shop activation where attendees redeemed survey tokens for curated persona-based gifts, highlighting personalization at scale.
- Surprise-and-delight moments including a branded OM Juice Bar, Capture Pod 360° photo booth, and elevated holiday décor designed to be festive yet non-denominational.
- A networking reception featuring a bespoke cocktail menu (“Peak Season Punch”) and culinary program that fostered peer-to-peer connections.



Patricia Yeboah



**Paul
Perez**

Data, Measurement
+ Analytics

Google Ads

Think Retail

Shopping Product Panel



**Firas
Yaghi**

Global Product Lead



**Mona
Ibrahim**

Global Product Lead



**Felipe
Tinoco**

Product Strategy
+ Operations



**Claire
Hugo**

Commerce Feeds

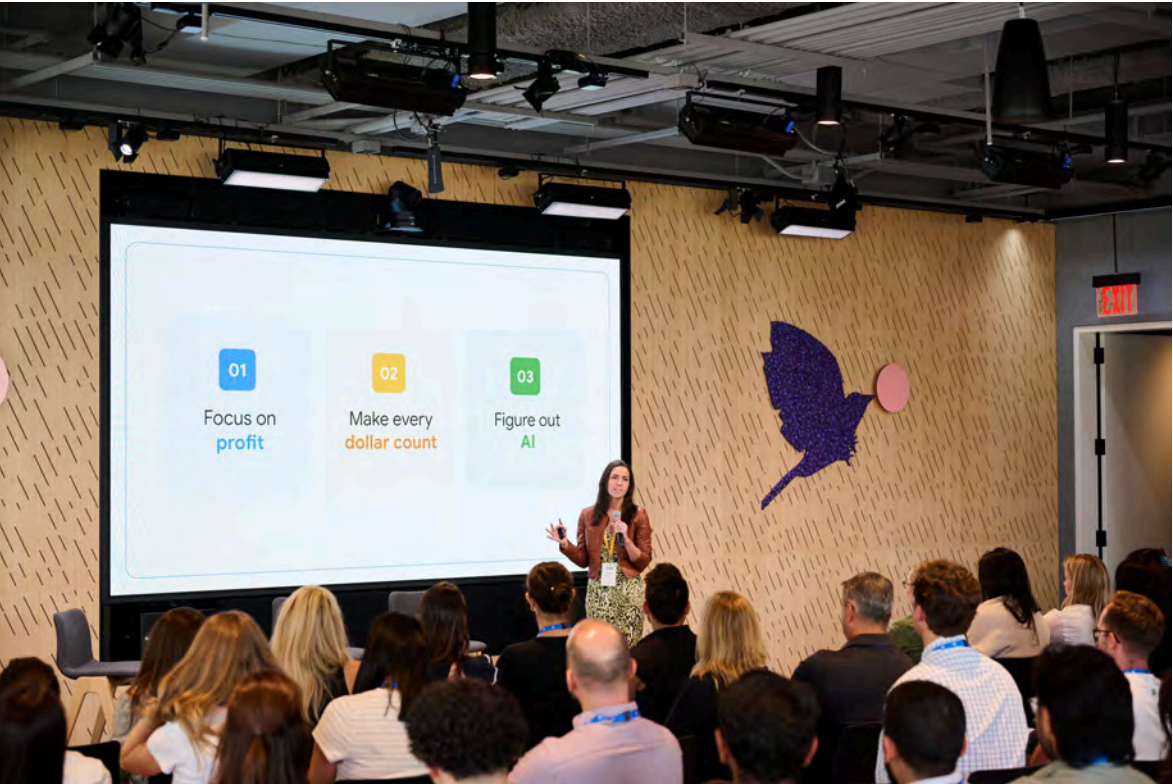
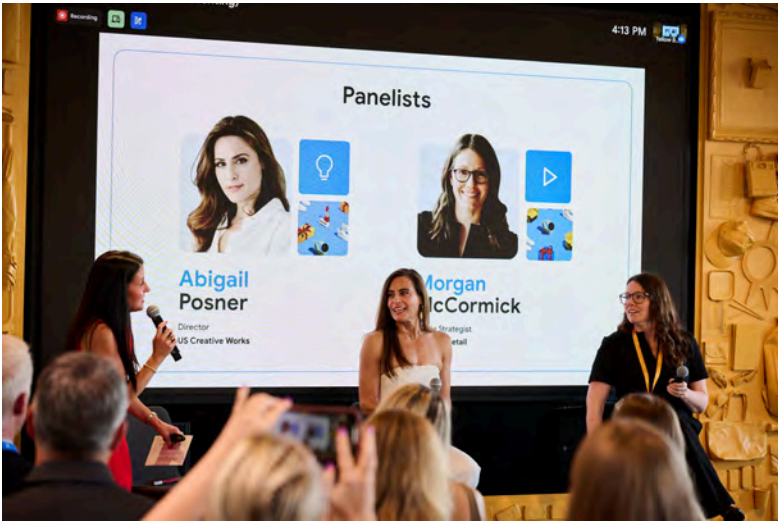
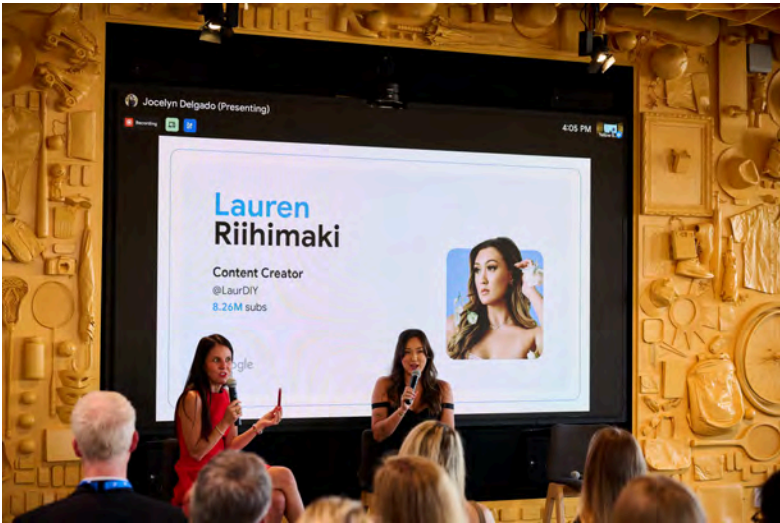
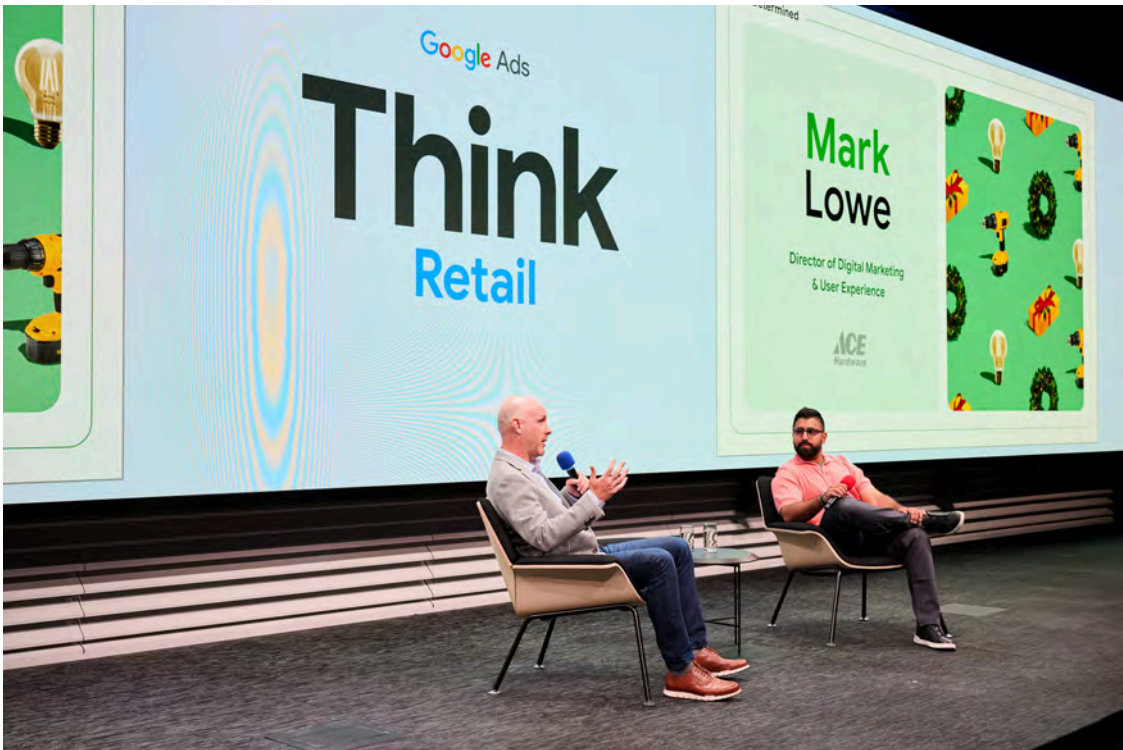


**Paul
Perez**

Data, Measure
+ Analytics

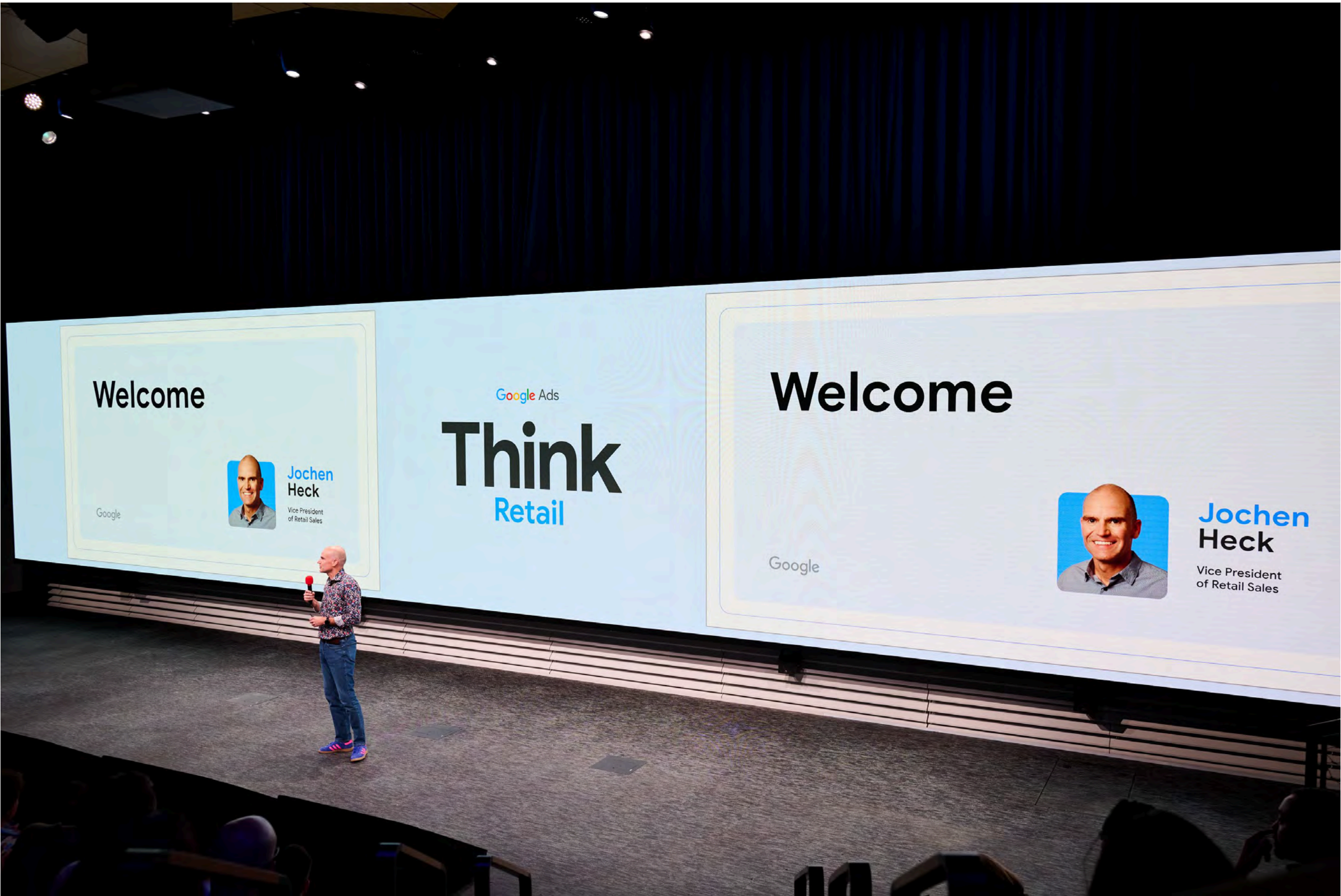


Google Think Retail 2024



Google Think Retail 2024





Impact

- Engaged 250+ senior retail decision-makers in person and 2,500+ digital participants across livestream programming.
- Achieved a 90% completion rate on survey touchpoints tied to the Swag Shop activation, driving meaningful feedback and engagement.
- Elevated brand affinity by translating Google's AI capabilities into tangible, lifestyle-driven experiences. Reinforced Google's positioning as a thought leader in retail innovation, bridging product education with cultural capital.
- Successfully managed a \$269K production budget optimizing across creative, activations, and hospitality to maximize ROI.



Evian x National Bank Open

Role: Accounts Supervisor/ Senior Producer

Market: Toronto

Challenge

Evian wanted to amplify its premium positioning at the National Bank Open, Canada's largest tennis event, by creating a high-visibility experiential activation that reinforced its brand values of purity, rejuvenation, and natural minerals. With brand ambassador support removed, the challenge was to design a standalone, photo-worthy environment that could generate awareness and cultural buzz while still creating meaningful consumer connections.



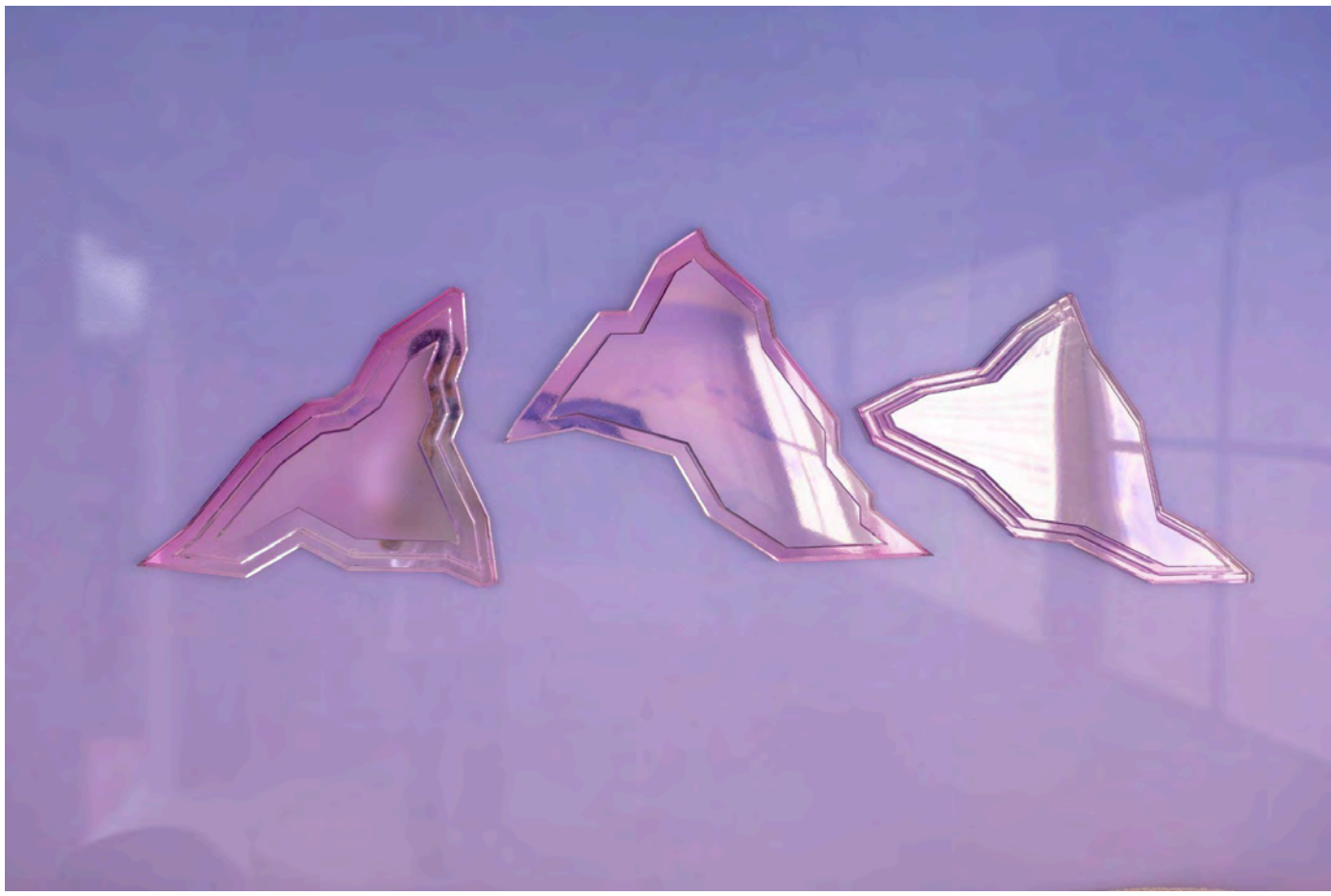
Approach

As Senior Producer & Accounts Supervisor, I managed client communications, budget oversight, and end-to-end production of the Mountain of Youth Clubhouse, a custom-built experiential space inspired by Evian's global toolkit. The installation featured a 3D Evian logo, immersive alpine graphics, and a custom pink ping pong table that invited guests to cool off, play, and capture shareable content. I coordinated cross-functional teams fabrication, staffing, and brand partners while aligning with Tennis Canada to ensure seamless execution across nine activation days. To drive PR and digital amplification, the build was designed as an eye-catching installation and photo moment, paired with surprise-and-delight giveaways like pink Evian tennis balls and branded bucket hats.

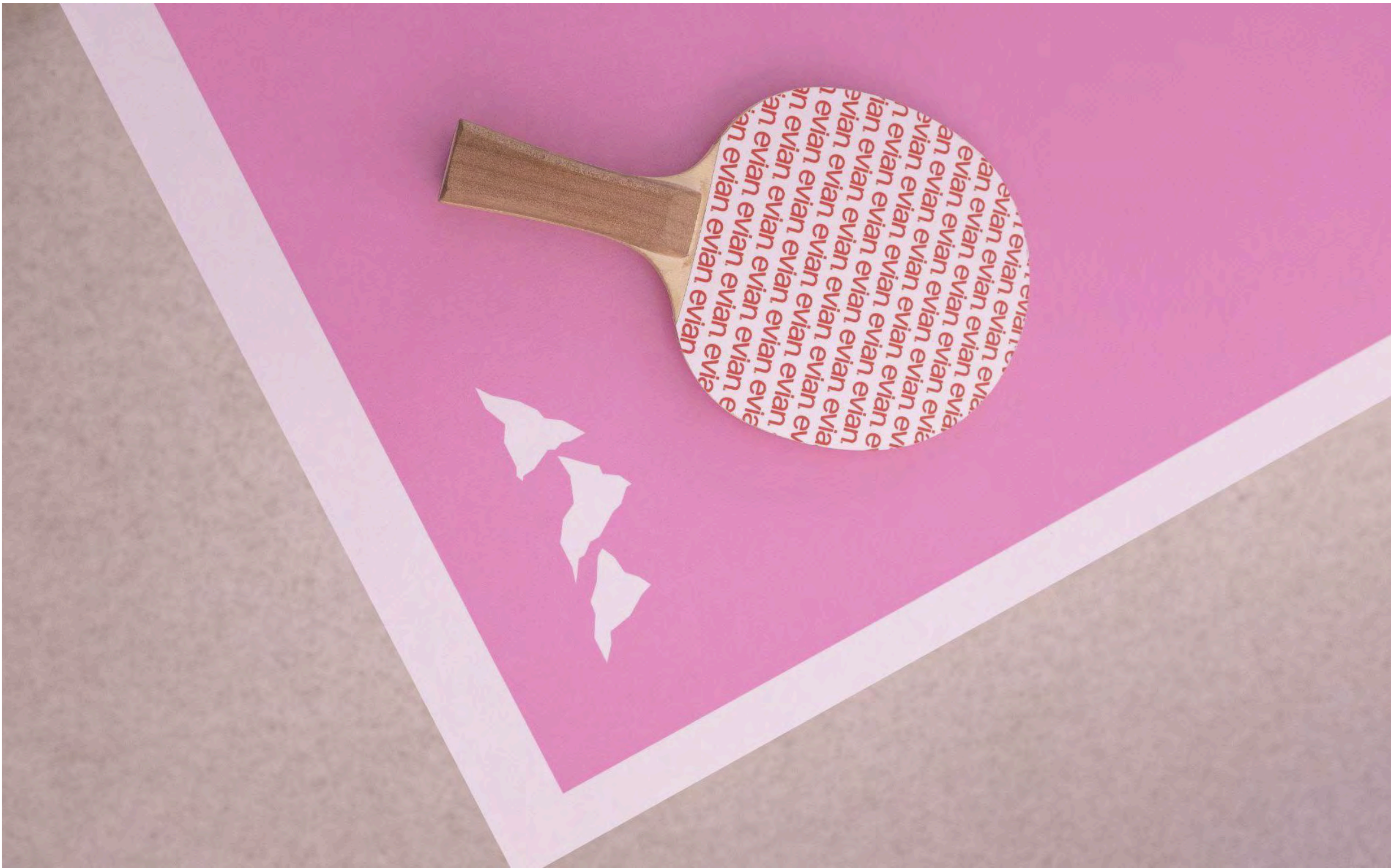
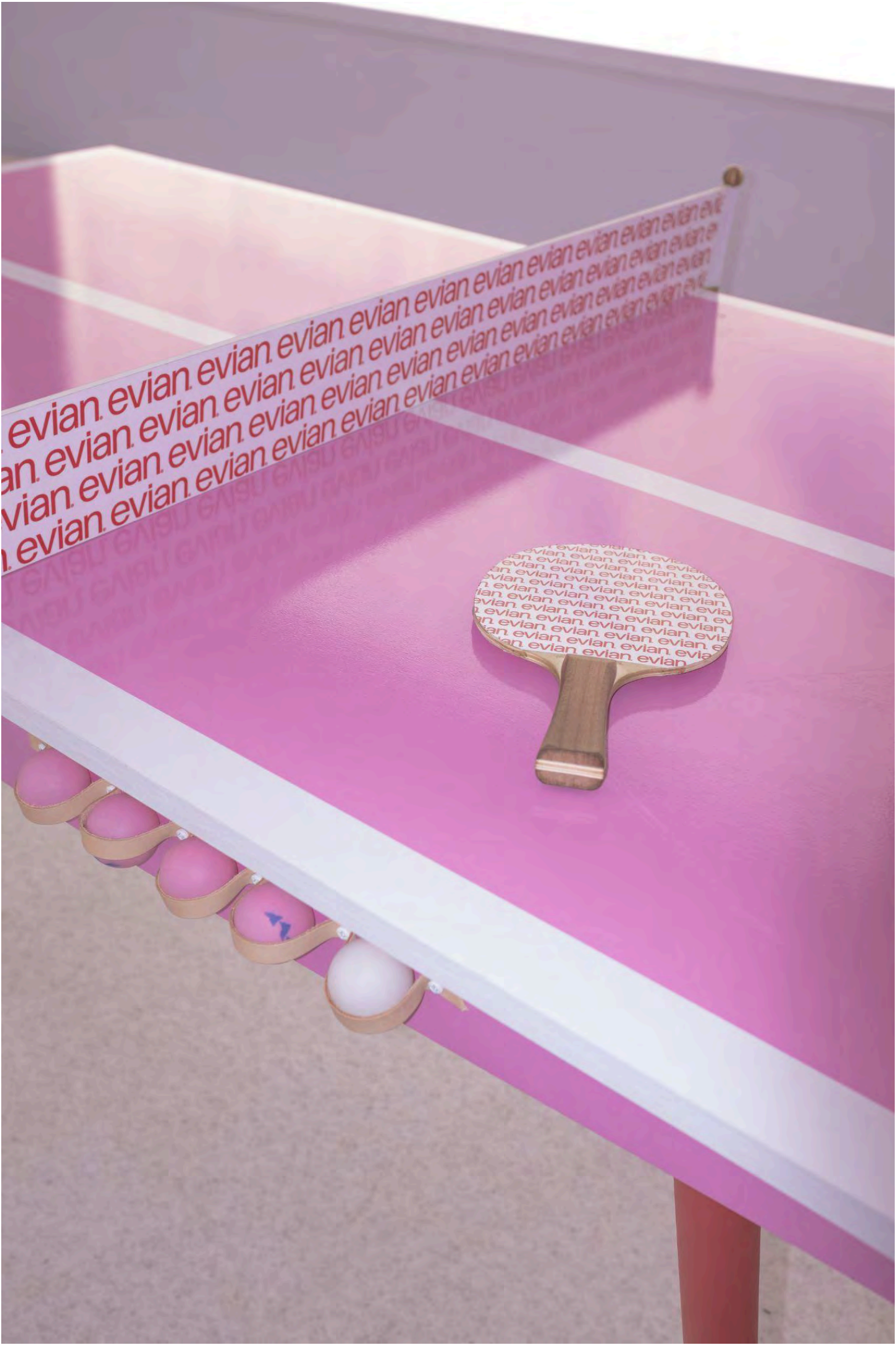




Evian x National Bank Open 2024



Evian x National Bank Open 2024



Impact

- 150K+ tournament attendees with 34K+ visitors entering the Evian space
- Delivered 150K+ impressions and 8K+ meaningful engagements onsite
- Distributed 600+ custom pink Evian tennis balls as branded keepsakes
- Generated 100K+ combined social views from viral reels, including:
 - [Instagram Reel 1](#)
 - [Instagram Reel 2](#)
- Overwhelmingly positive consumer feedback — guests praised the activation as refreshing, aesthetically captivating, and the must-visit moment of the tournament
- Reinforced Evian's status as a premium lifestyle water brand in the Canadian market through visibility, cultural relevance, and digital shareability



BiblioBash – Toronto Public Library Foundation

Role: Accounts Supervisor/ Senior Producer

Market: Toronto

Challenge

The Toronto Public Library Foundation (TPLF) sought an experiential partner through a competitive RFP process to produce its flagship fundraising gala, BiblioBash 2024. The mandate was to deliver a design-forward, culturally resonant guest experience that could inspire philanthropy, celebrate Canadian authors, and surpass the fundraising benchmark of \$1M+, all within an initial \$195K production budget

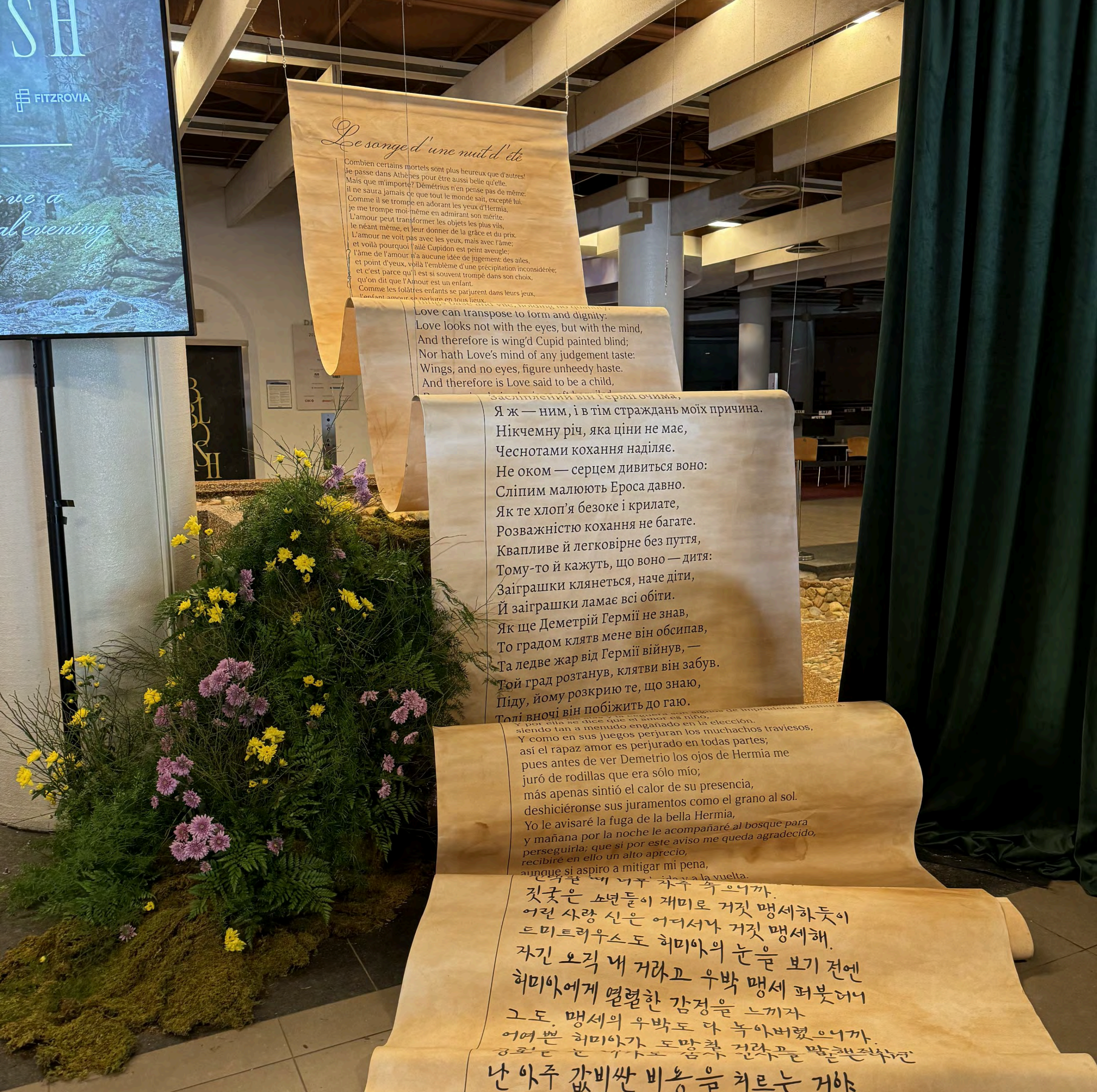


Approach

Mint was awarded the project after leading and winning the RFP, later securing a budget increase from \$195K to \$250K to expand creative execution. As Account Supervisor & Senior Producer, responsibilities included client management, budget oversight, creative alignment, and live showcalling.

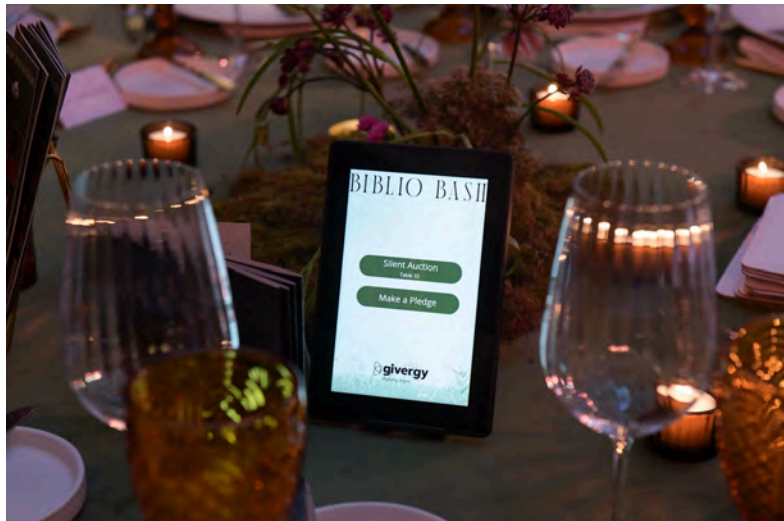
The 2024 edition centered on the theme of newcomer stories, with the guest journey designed to merge storytelling, philanthropy, and high-touch hospitality. Toronto-based creatives and fabricators were commissioned to bring the vision to life through:

- A cascading scroll entrance installation, printed in multiple languages to symbolize diversity and storytelling.
- An enchanted forest–inspired dining environment, with layered florals, bespoke tablescapes, and dramatic lighting in the Toronto Reference Library atrium.
- Interactive fundraising activations such as the Air Canada Giving Tree (tap-to-donate technology with surprise rewards), a digital silent auction platform, and live pledging moments hosted by Layne the Auctionista.
- Elevated guest services including a portrait studio, step & repeat, black-tie concierge hospitality, and late-night surprise-and-delight moments with DJ entertainment and McDonald’s service.









BiblioBash 2024 – Toronto Public Library Foundation

Impact

- Secured and led the competitive RFP, establishing Mint as TPLF's experiential partner of record.
- Expanded the production budget to \$250K (+28% over initial scope), enabling more ambitious creative design.
- Delivered a 500+ guest black-tie gala attended by philanthropists, authors, and civic leaders including Mayor Olivia Chow.
- Surpassed the \$1M+ fundraising target, raising millions to support vital Toronto Public Library programs.
- Achieved record donor engagement across silent auction, live pledges, and tap-to-donate activations.
- Reinforced BiblioBash's reputation as one of Toronto's premier philanthropic and cultural galas, blending immersive design, fundraising innovation, and cultural storytelling.



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Works

Soho House Toronto

Role: Accounts Supervisor/ Senior Producer

Market: Toronto

Challenge

Post-COVID, Soho House Toronto needed to rebuild momentum, increase membership, and re-engage the city's diverse creative community while staying true to Soho House's global brand ethos. The brief called for refreshing community programming, securing sponsorship, and designing high-touch experiences that would re-establish the Toronto House as a cultural hub and creative connector.

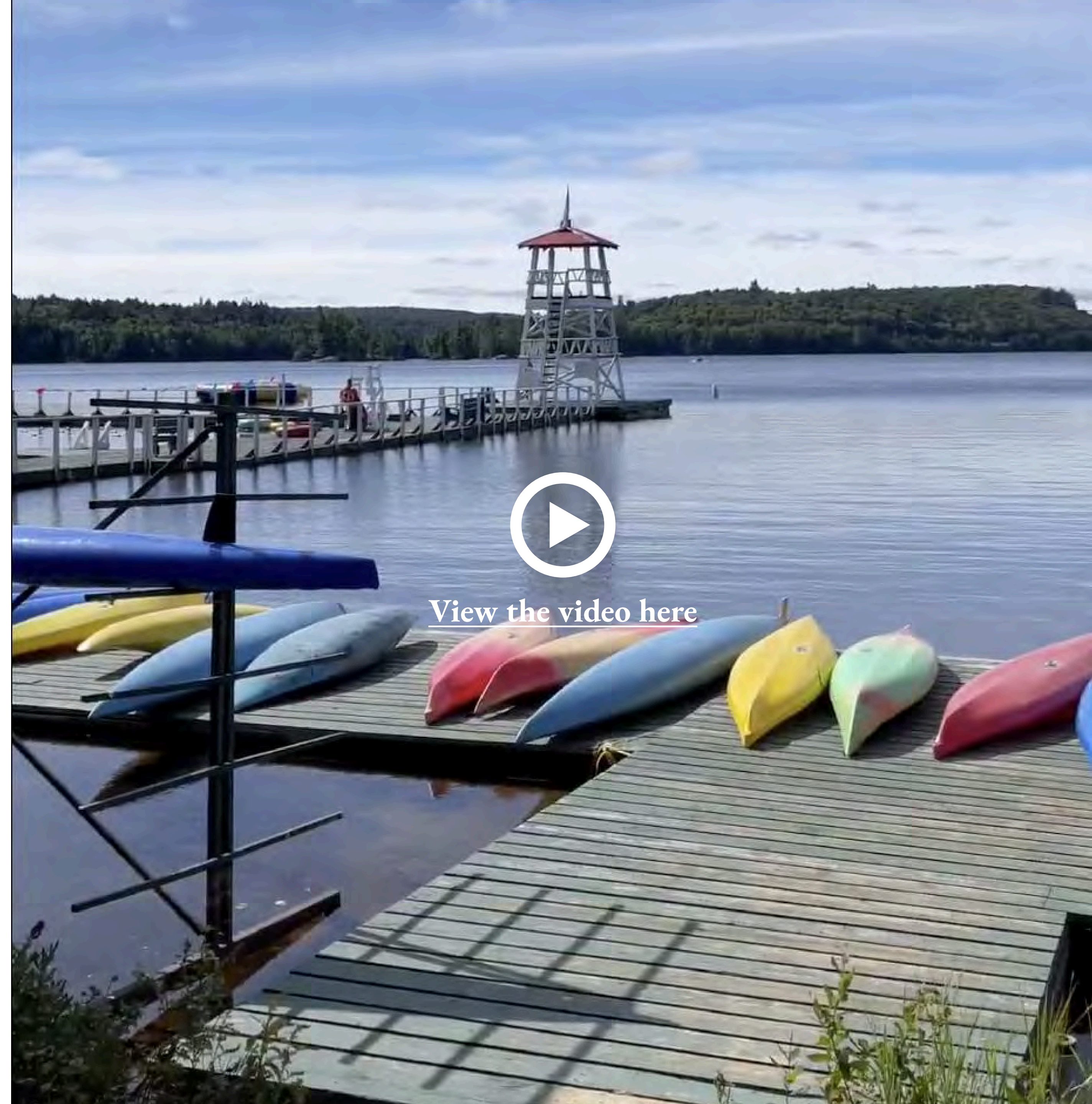


Approach

As Head of Membership, Communications & Events, responsibilities spanned membership strategy, community engagement, and experiential programming. The role included restructuring the membership committee to better reflect Toronto's diverse creative ecosystem, forging partnerships with local businesses & brands, and collaborating with global Soho House teams on editorial content and digital storytelling, building experiences that cultivated new memberships.

Programming highlights included:

- Soho Camp — an immersive, adult-only camping experience at Camp Tamakwa combining nostalgic activities (ziplining, archery, kayaking) with curated cultural programming (RIDE Cycle classes, candle-making, sound baths, mixology workshops, beading, and a live concert by Dragonette). The activation integrated branded guest gifting (Soho Skin, Roots, lululemon, custom yoga mats) and influencer partnerships to amplify reach. The concept, born in Toronto, has since become a global Soho House initiative.
- Film Club, One Night Only (a dinner series spotlighting Toronto restaurants and cafés), and Art Walks through local studios.
- Live music and cultural performances, featuring Yussef Dayes, Joy Crookes, and CKTRL.
- Jazz and poetry nights, curated guestlist events, and cultural collaborations that emphasized inclusivity and cultural relevance.

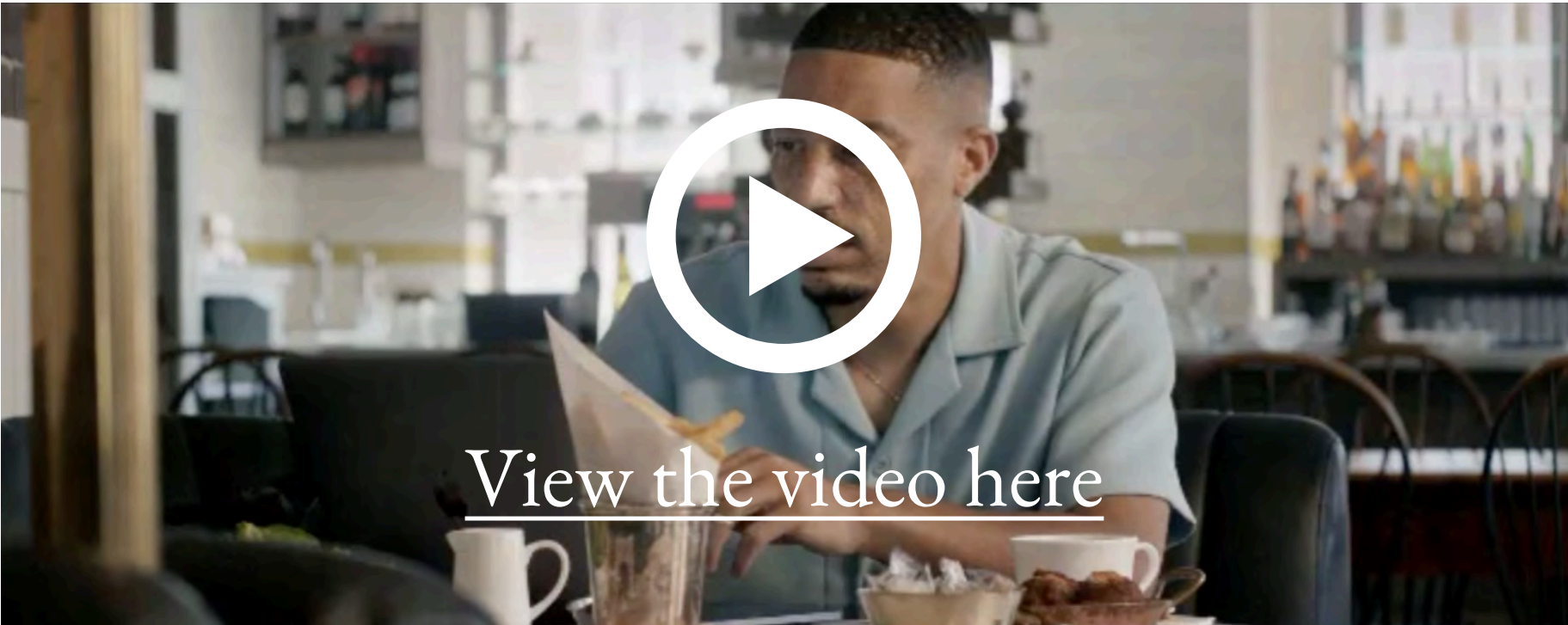
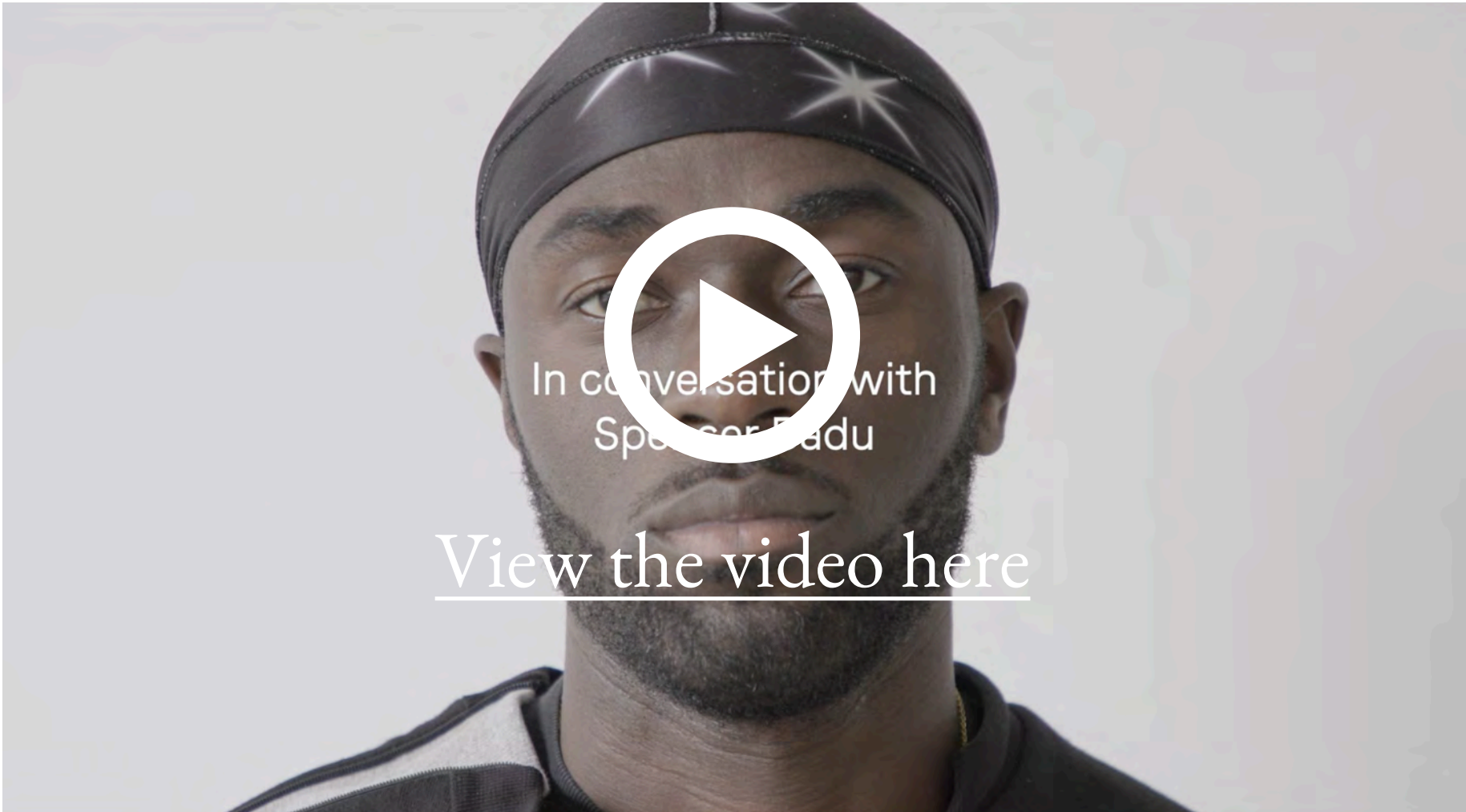


[View the video here](#)









Impact

- Increased post-COVID membership by 40%, reinforcing Soho House Toronto as a cultural hub.
- Managed cross-functional teams to deliver 60+ programs monthly, integrating local voices into global strategy.
- Secured \$500K+ in cash and product sponsorships, expanding programming scale and audience reach.
- Co-created flagship campaigns spotlighting BIPOC creatives, aligning with Soho House's global diversity and cultural leadership mandate.
- Established Soho Camp as a signature Toronto-born experience, now adopted across Soho House's global network.



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Works

HXOUSE

Role: Community Manager & Producer

Market: Toronto

Challenge

HXOUSE, the Toronto-based incubator founded by La Mar Taylor and The Weeknd, set out to position itself as a global hub for creativity and cultural innovation. The challenge was to design and deliver both IRL and digital programming that could attract international talent, empower the local creative community, and maintain momentum during the disruption of COVID-19.

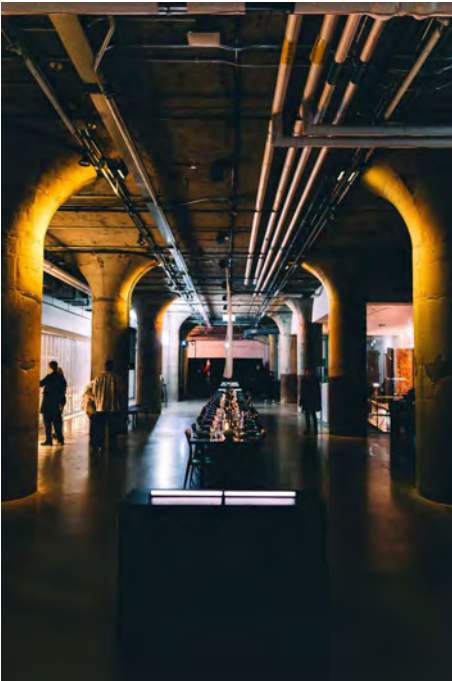


Approach

As Community Manager & Senior Producer, responsibilities spanned program development, talent curation, and end-to-end production. Notable initiatives included:

- The in-house Conversations series, featuring global cultural leaders such as Daniel Arsham, Bella Hadid, La La Anthony, and Errolson Hugh (Acronym).
- A three-day conference for Matthew Williams (Alyx) and collaborators (SHOWstudio, Vibram, Alyx), with workshops, mentorship sessions, panels at Artscape Daniels Launchpad, and a curated dinner at MOCA bringing together Toronto's leading creatives.
- During COVID, the launch of the Black HXOUSE Women's Program, with digital sessions featuring Aurora James, Lindsay Peoples, and Naomi Campbell, amplifying underrepresented voices to a global audience.
- Management of brand partnerships including TD Canada Trust, and a community-focused collaboration with Ruru Baked, spotlighting Toronto small businesses.









Impact

- Reached 400K+ participants and viewers across IRL and digital activations.
- The Conversations series drew 1,000+ live attendees per event and 100K+ digital views.
- The Matthew Williams conference and MOCA dinner convened 200+ Toronto creatives and cultural leaders.
- The Black HXOUSE Women's Program engaged a global audience of 50K+ live viewers and 250K+ replays, sustaining HXOUSE's reach during COVID.
- Brand partnerships generated 500K+ earned media impressions, strengthening HXOUSE's cultural equity in Toronto and beyond.

Naomi Campbell



Appendix

1. Yusef Dayes

2. Sean Brown

3. lululemon + Cuchara - tennis club

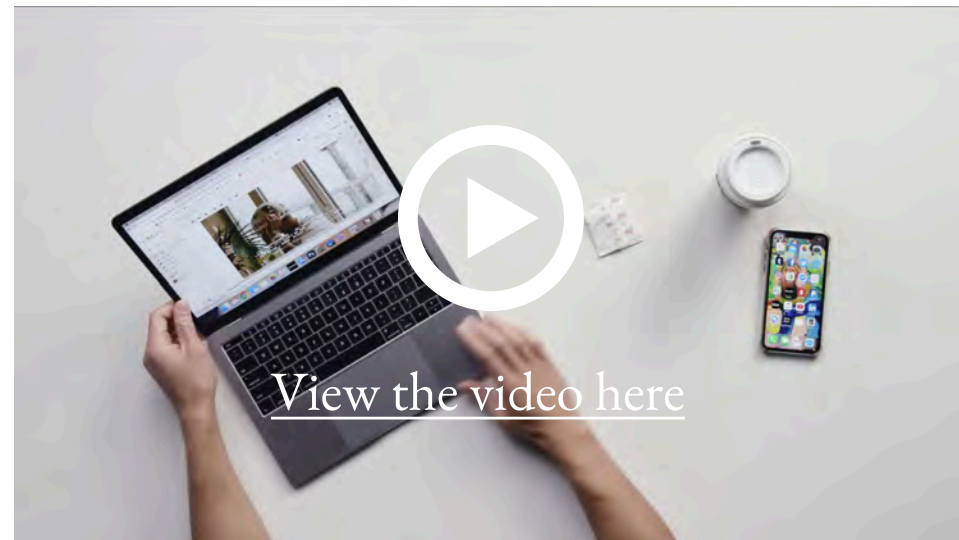
4. lululemon - taking space

5. Air Canada - full bloom, Vancouver

1.



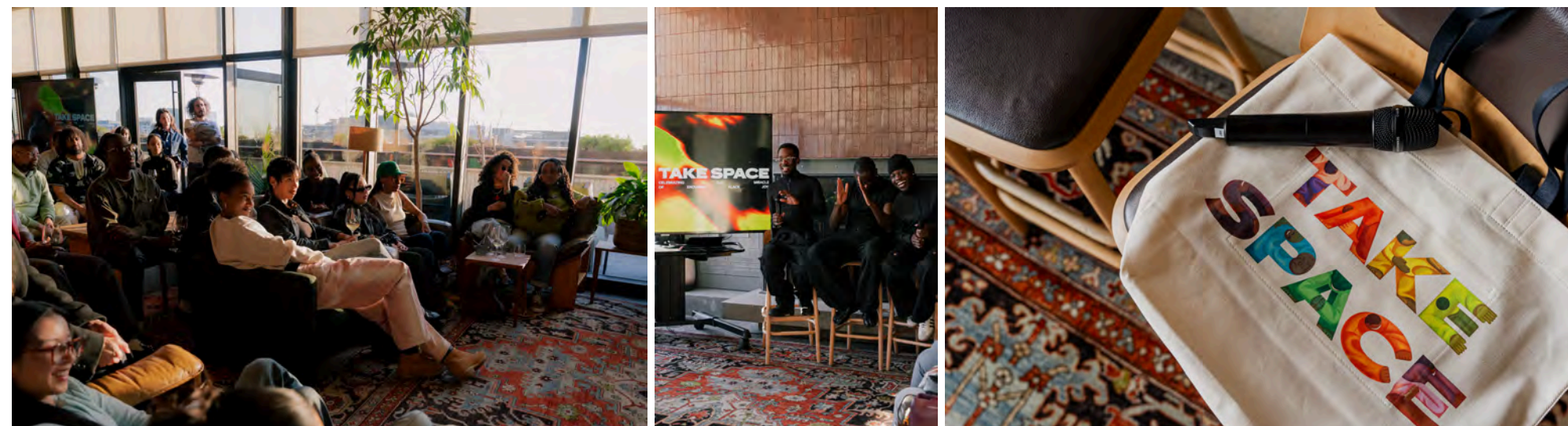
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3.



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5.

