

Patricia Yeboah

647.216.3247
patriciayeboah@gmail.com
Portfolio

Profile

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.

Skills

Demonstrates the dedication, prioritization, and autonomy required to succeed in communications by managing a large number of accounts, projects, and employees.

Able to multitask and work under high pressure while executing with excellence.

Excels in business networking while being able to identify and leverage business opportunities with both new and existing clients.

Builds sustainable and mutually beneficial relationships with clients.

Conveys information with creativity and sincerity during internal and client brainstorming.

Negotiates skillfully and tactfully in competitive situations for cost-effective ways to increase program goals.

Advanced skills in Microsoft Office, Excel, PowerPoint, Mailchimp, Wrike, Salesforce, Trello, Canva

Experience

September 2024-June 2025

Lead Program Manager

Shopify

- Spearheaded Shopify Summit's Après — a large-scale, city-permitted food and music festival hosted at Budweiser Stage, welcoming over 6,500 attendees. Led all planning and cross-departmental coordination, integrating Toronto-based culinary vendors, local talent, and headline artists into a full-day civic celebration.
- Oversaw stakeholder engagement, creative development, permitting, security planning, and production timelines across multiple city and private sector partners.
- Delivered post-event reporting and retrospectives including economic impact data, accessibility metrics, and cultural learnings to inform future activations.
- Partnered with internal teams and external collaborators to embed cultural storytelling and inclusive community practices into the event's core.
- Led large-scale events including a flagship cultural and technology experience (Après at Summit 2025) and cross-sector partnerships.
- Managed government relations, cross-functional stakeholder communications, vendor contracting, and city compliance.
- Integrated economic development narratives and cultural strategy into event programming.
- Developed metrics reports, debriefs, and stakeholder wrap-ups to analyze program impact and optimize future executions.

April 2023-September 2024

XM Account Supervisor & Creative Producer

The Mint Agency

- Partnered with cross-functional creative, production, and client teams to execute high-impact programs that aligned with brand and platform goals.
- Designed and managed execution plans for culturally resonant community initiatives, ensuring seamless delivery and measurable impact.
- Identified and contracted best-fit vendors, talent, and creatives to bring community-driven programs to life at scale.
- Oversaw all vendor and freelance documentation, contracts, onboarding, and payments with a focus on timely processing and compliance.
- Acted as strategic advisor to clients and internal stakeholders by aligning initiatives with creator behavior, business objectives, and audience insights.
- Developed strong client and partner relationships across agency and platform stakeholders, contributing to program retention and growth.
- Co-created proposals and scopes of work tailored to creator-first campaigns, supporting internal and external alignment on KPIs.
- Led weekly status meetings and tracked deliverables across global projects, ensuring clarity and execution across regions and workstreams.

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Education

Bachelor of Social Work
with Minor in Sociology
Ryerson University

Certifications
AODA Training
CPR Training
Anti-Oppression Training

Creative Producer

11017 ALYX 9SM
Ace Hill
Ace Hotel
Adidas
Audi
Beaufille
Bacardi
Collective Arts Brewing
Donte Colley
Gucci
Gyimah Gariba
Hendrick's Gin
Holt Renfrew
Hudson's Bay
HXOUSE
Johnny Walker
Lululemon
LVMH
Matthew Williams
Nike
Nomad
OK-RM
Oscar de la Renta
Othello Grey
Pinterest
Rémy Martin
Re\Set FSN
Sean Brown
Shopify
SSENSE
SHOWstudio
Sid Neigum
The Collections
The Image Is
Toronto Fashion Week
Tequila Tromba
Twitter
Vibram
Wil Studios
Willy Verse
WRKDEPT

Experience

May 2021– November 2022
Head of Membership & Communications
Soho House Toronto

- Restructured the membership committee and general membership to better reflect Toronto's diverse creative community.
- Refreshed the House's community programming with inclusive, culturally relevant events and high-impact guestlists while preserving brand integrity.
- Served as a community leader and creative connector, attending and supporting cultural events citywide.
- Collaborated with global teams to develop editorial content and digital storytelling that drove event engagement and boosted post-COVID membership by 40%.
- Managed Membership and Events teams to execute over 60 programs monthly, integrating local voices and global brand strategy.
- Oversaw cross-functional collaboration across operations, content, design, partnerships, and events to meet strategic community and engagement goals.
- Secured over \$500K in product and cash sponsorships to support innovative programming and expand audience reach.
- Co-created high-touch brand campaigns and programs spotlighting BIPOC creatives, aligning Soho House Toronto with global cultural movements.

August 2020– April 2021
Community Engagement Manager
HXOUSE

- Developed and executed community engagement strategy through outreach, digital campaigns, and events, connecting underrepresented creative talent to industry resources.
- Curated and led the Black HXOUSE Women's Program in partnership with TD Canada, supporting 75 BIPOC women nationwide through mentorship, workshops, and panels.
- Produced and managed all phases of hybrid programming — including budgeting, scheduling, and stakeholder coordination — for virtual and in-person events.
- Built strategic partnerships with city-wide organizations, arts institutions, and creative collectives to amplify HXOUSE's mission and community impact.
- Programmed and produced a multi-day creative summit featuring global talent like Matthew Williams and the 1017 ALYX team, with panels, brand activations, and immersive experiences across Toronto.
- Led end-to-end production and storytelling for signature events, including a private industry dinner bridging Toronto creators with international talent.
- Curated and delivered cross-platform content experiences featuring Daniel Arsham, Naomi Campbell, and other global creatives.
- Drafted post-program reporting for directors and funding partners, tracking metrics, feedback, and long-term engagement outcomes.