



# Alexandra Busheva

## **PORTFOLIO**

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*Your Partner in Making Productions Run Like Clockwork*



# Alexandra's Experience

## Project Management / Business Operations

I help you solve problems by restructuring your operational processes to bring greater efficiency to your project and team.

## Event Management and Organisation

From luxury private events and product launch parties to managing musicals and theatre productions across multiple geographies.

**"I Make the Magic Happen"**

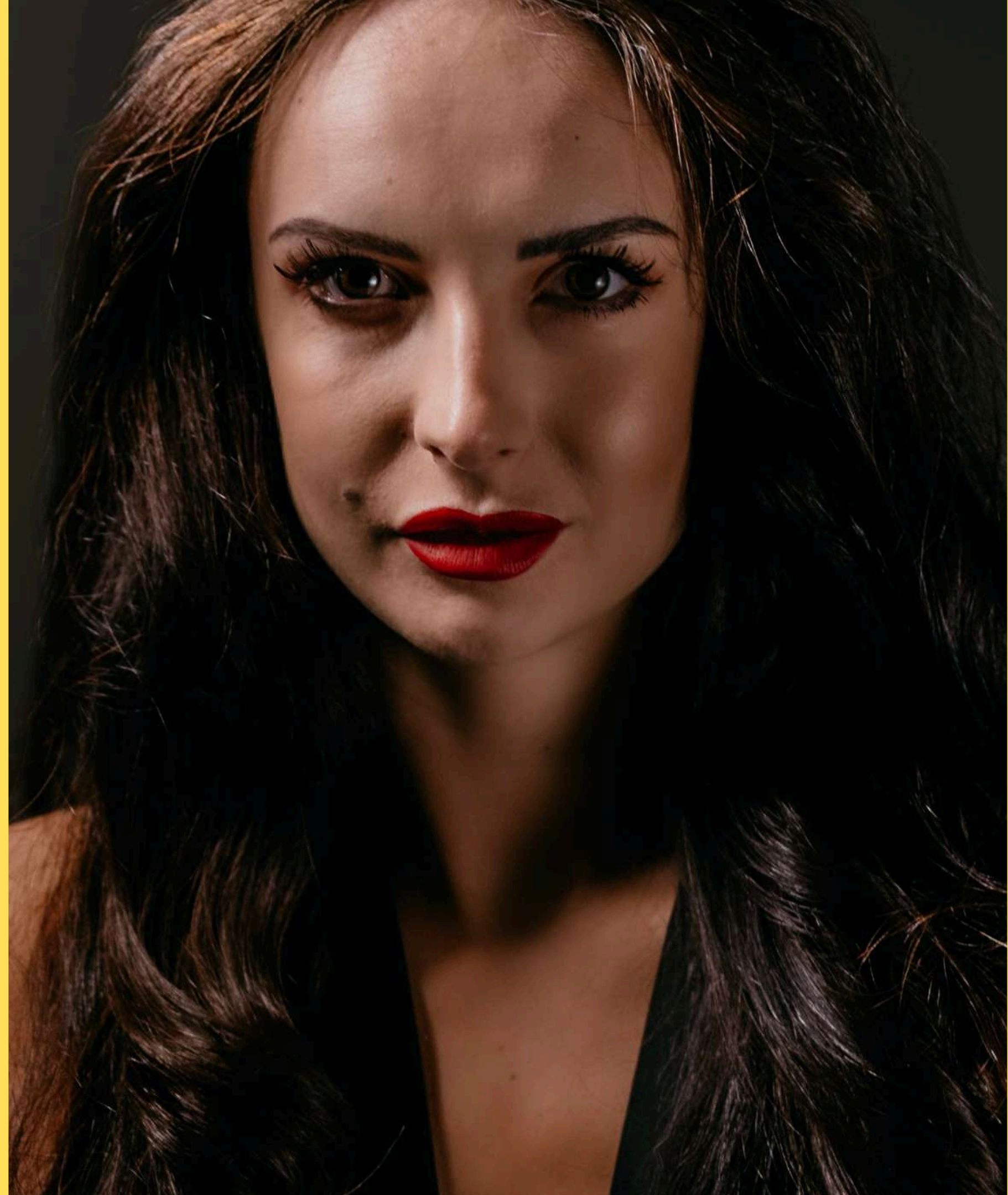




# Alexandra's Services

With over a decade of experience in the theatre and entertainment industry, I specialise in turning complex productions into smooth, seamless operations. From **managing global tours** with 80+ cast and crew members to **negotiating** fair venue **deals**, I bring a unique blend of strategic thinking and logistical expertise based on experience gained from both sides of the curtain. I make sure every element — from **budgeting and marketing to travel logistics** — is meticulously coordinated.

Let's collaborate to make your production a global success!





# Alexandra's Mission

## My mission is simple:

to be your partner in making productions and projects run like clockwork, by delivering exceptional results without compromising creativity.





# Alexandra's Background

- Multiple senior production roles for Broadway musicals and other notable theatrical products across multiple European, UK and Middle East tours
- More than 10 years experience in the Theatre and Entertainment Industry
- More than 7 years experience in event organisation
- More than 5 years experience in project management
- Frequent Emcee and VIP Judge across a range of industries
- Internationally acclaimed performer and world champion in DanceSport
- Multiple academic distinctions in Business Administration, Sport Psychology, Sports Coaching and Methodology from top-tier universities.





# Alexandra's Production Experience

## *The Phantom of the Opera*

- Bookings, venues and promoters' deal structure in the Middle East and Europe
- Overseeing and leading the press call at Dubai Opera
- Organising the Opening Night and Closing Night Parties in the Middle East
- Managing relationships with VIP guests and promoters
- Overseeing, creating and managing marketing visuals

# The PHANTOM of the OPERA

## *Opening Night*

at Arena, Ryadh

next to Granada Mall

Date: October 18, 2023

Doors open: 6.30pm

Show start: 7.30pm

Dress: Formal / National Dress

في أرينا الرياض  
قرب غرناطة مول

التاريخ: 18 أكتوبر، 2023

تفتح الابواب 6.30 مساءً

يبدأ العرض 7.30 مساءً

اللباس: الزي الرسمي / الزي الوطني



# Alexandra's Production Experience

## *Chicago the Musical*

- Managing and organising travel logistics for the entire travelling company across 14 European countries
- Creating travel packages and tour books
- Negotiating sponsorship deals
- Handling visa applications / processes for cast and crew



**BROADWAY. SINCE 1996.**



# Alexandra's Production Experience

## *The Little Prince*

- Bookings, venues and promoters' deal structures (10 cities tour)
- Developing and overseeing marketing and media campaign for the tour
- Overseeing and advising on ticket sales
- Creating budgets for each season and the entire tour generally
- Various other associate producer functions

**"THRILLING & BREATHTAKING"**  
CNN

*Le Petit Prince*

D'APRÈS LE LIVRE DE ANTOINE DE SAINT-EXUPÉRY  
© EDITIONS GALLIMARD, 1945

*Dubai*

**OPENING NIGHT: JANUARY 25TH**  
**SEASON DATES: JANUARY 25-28TH**

**DUBAI OPERA**

**RSVP BY 15 JANUARY**  
[ALEXANDRA.BUSH@BROADWAYENTERTAINMENTGROUP.COM](mailto:ALEXANDRA.BUSH@BROADWAYENTERTAINMENTGROUP.COM)

INVITATION

BROADWAY



# Alexandra's Production Experience

## *Disney in Concert - Believe in Magic*

- Managing Producer, Project Manager
- Negotiating the deals for cast and orchestras, handling legal contracts and deal memos
- Key point of contact for all stakeholders
- Supporting the creatives throughout pre-production operations
- Creating and overseeing budgets, invoices, and payment schedules





# Alexandra's Production Experience

## *Slava's SNOWSHOW*

- Overseeing and creating press releases and other supportivemarketing materials for the 2024 Season at the Dubai Opera
- On-the-Ground Management Representative of the Production Company for the entire run of the season
- Various Associate General Manager responsibilities





*My time as a world-class athlete taught me the importance of discipline, structure, and staying focused under pressure.*

*Balancing my career with education and teaching shaped my ability to lead, inspire, and work methodically.*

*These are the same skills I now bring to project management. I'm all about creating clear processes, building strong teams, and finding practical solutions to keep things moving.*

**THANK YOU**

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