



Alexandra Busheva **PORTFOLIO**

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”



AVAILABLE FOR PART-TIME REMOTE SUPPORT

Events • Theatre • Concerts

Up to 4 hrs/day during September and October to support your project with:

- Budgets & P&L
- Bookings, Travel & Hospitality
- Marketing Strategy & Campaign Organisation
- Contacts & Casting
- Contracts & Documents
- Project Support & Process Structuring
- General admin

“Let's make your chaos...
manageable”
✉ DM to connect



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 as Senior Event Producer Producer & Project Manager

*Ministry of sound 35 Dubai; Ain Dubai,
Bluewaters*

- Ongoing Project



DXB LIVE PRESENTS

MINISTRY OF SOUND

DUBAI

SAT 31 JAN

AIN DUBAI

1400 - 0100

[IN ORDER OF APPEARANCE]

DENNIS FERRER
ARMAND VAN HELDEN
DJ TENNIS - HONEYLUV
CAIRO B3B DA CAPO B3B ENOO NAPA
ALINE ROCHA - ARCADE 82 - HODGES

Alexandra as Managing Producer & Project Manager

Shreya Ghoshal Live in Concert, Dubai, DWTC

- Produced the largest sit-down concert in the history of DXB Live and the Dubai World Trade Centre Arena, welcoming over 11,000 guests from 52 countries.
- Managed and coordinated multi-agency collaboration, including DXB Live, Global Encounters, Platinumlist, Sponsors, Media and Coverage Partners, BTOS India.
- Overviewd the marketing campaign, branding, and sponsor activations, delivering AED 800K+ in media value.



- Handled artist hospitality, flights and visa arrangements, supervising hotel, transport, F&B, bodyguards protection and security across 10+ departments.
- Coordinated volunteers and FOH teams, created the full operational schedule, and managed the script, emcee briefings, and run-of-show.
- Developed and delivered the audience experience plan, including crowd flow, wristband operations, accessibility, and digital info tools.



Alexandra's Production Experience

The Phantom of the Opera

- Bookings, venues and promoters' deal structure in the Middle East and Europe
- Overviewing 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
- Overviewing, 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 غرانادا مول

التاريخ: 18 أكتوبر، 2023
نفتح 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



Alexandra's Production Experience

The Little Prince

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



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



ΜΕ ΤΗ ΣΥΝΟΔΕΙΑ 56ΜΕΛΟΥΣ ΟΡΧΗΣΤΡΑΣ ΚΑΙ
ΤΑ ΜΕΓΑΛΥΤΕΡΑ ΑΣΤΕΡΙΑ ΤΟΥ WEST END ΖΩΝΤΑΝΑ ΣΤΗ ΣΚΗΝΗ!
ΣΑΒΒΑΤΟ 14 ΔΕΚΕΜΒΡΙΟΥ 2024
ΟΑΚΑ ΚΛΕΙΣΤΟ ΓΗΠΕΔΟ ΜΠΑΣΚΕΤ

Alexandra's Production Experience

Slava's SNOWSHOW

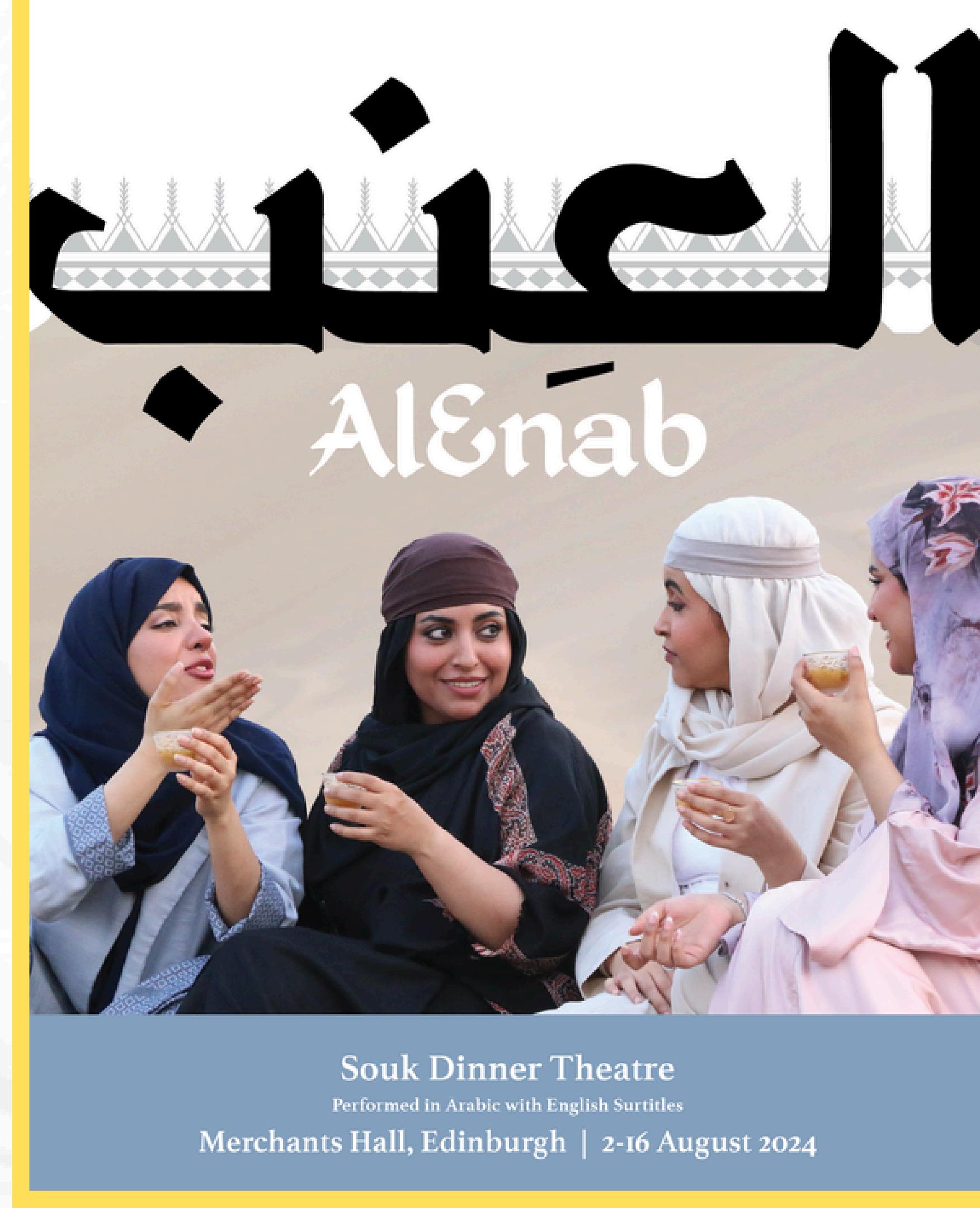
- Overseeing and creating press releases and other supportivemarketing materials for the 2024 Season at the Dubai Opera
- On-the-Ground Management Representative of the Production Company for the entire run of the season
- Various Associate General Manager responsibilities



Alexandra's Production Experience

ALENAB by Maisah Sobaihi

- Executive Producer
- Creating and Overseeing budgets, and preparing all necessary documentation for obtaining funding from the Saudi Ministry of Culture
- Hiring Cast and Crew
- Overviewing and coordinating the timeline of all departments, such as creative, administrative, legal, wardrobe, technical, marketing and PR teams.



Souk Dinner Theatre
Performed in Arabic with English Subtitles

Merchants Hall, Edinburgh | 2-16 August 2024

Alexandra's Production Experience

Wicked - The Musical

- Executive support to the producer for negotiating and preparing all necessary documentation for obtaining the legal production rights and IP license
- Creating the booking schedule and tour route
- Preparing the pre-production budget
- Liaising with the creative team



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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