

Adam O'Connell

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Creative director and writer with 7+ years of experience ideating, writing, directing, and implementing immersive and live entertainment experiences across multiple genres. Skilled in collaborative creative development, structured concept ideation, world-building, and performance direction. Proven ability to manage creative vision through design phases, scripting, rehearsal leadership, and performance delivery. Experienced in collaborating with rightsholders and established IP.

New York Renaissance Faire | Tuxedo, NY

Creative Direction Coordinator & Story Writer | 2025 - Present

- Supported creative leadership by monitoring and maintaining show quality, overseeing script and show production, and ensuring story continuity throughout the park
- Designed and oversaw performer training program, including creating rehearsal schedules, and leading all-company trainings and classes
- Conceived and scripted the park's main storyline and marquee shows, including the 2025 & 2026 Robin Hood Scenarios

Show Writer & Show Director | 2021 - 2025

- Developed and directed streetmosphere and scripted work across an 8-week seasonal run serving 200K+ guests annually.
- Conceived, scripted, and executed original character narratives and immersive interactions for casts of 15-20 performers
- Develop and maintain show documentation, creative bibles, and performance briefs to support clarity and reproducibility across teams
- Collaborated with operations, production, technical, and wardrobe teams to ensure cohesive execution of creative vision.

The Wyrd Friends | Brooklyn, NY

Show Writer & Producer | 2022 - Present

- Co-created and directed original interactive live entertainment experiences, including a recurring 60+ guest immersive pub-crawl at the Orlando Renaissance Festival and Space Coast Renaissance Fair, booked for five consecutive festival seasons.
- Developed original narrative IP and guest experience structures for immersive theatrical events.
- Produced and stage-managed themed live event series in Brooklyn, integrating storytelling with logistical planning and vendor coordination for multiple sold-out productions
- Collaborated with festival leadership and venue partners to align creative execution with operational constraints.

Kingdom of LoudStone | Lovettsville, VA

Show Writer & Director | 2024 Season

- Directed immersive event productions, including fantasy balls, dinner theatre, and multi-platform storytelling
- Lead rehearsal processes and performance maintenance across multiple events
- Created show bible and developed original IP for the event series.

Plato Learning LLC | Brooklyn, NY

Quest Director (Seasonal) | 2022-2024

- Developed and directed immersive programming for 200+ campers weekly across three nine-week seasons
- Managed ensembles of 15+ performers; maintained character continuity across alternating weekly stories
- Created and maintained rehearsal and programming schedules, prop and costume tracking, and performance reports

EDUCATION

Immersive Design Academy

2026 Cohort

Creative Director

Remote

- Lead an international creative team in fulfilling a simulated themed entertainment client brief.
- Oversee concept development, narrative strategy, and collaborative design process.

New York University, Tisch School of the Arts

May 2020

BFA, Drama

New York, NY

- **Walt Disney World Resort – Entertainment Intern (2018):** Assisted with live entertainment programming and character operations, gaining direct insight into Disney Live Entertainment operations.

SKILLS

- **Creative:** Show Writing, Show Directing, Immersive Theatre, Streetmosphere, Copywriting, Children's Theater, ASL (Conversational), LARP, Escape Rooms, Murder Mystery
- **Technical:** Adobe Suite, Airtable, Canva, iMovie, WordPress, Google Suite, Slack, Asana, Salesforce, Rightsline, Microsoft Suite
- **Strengths:** Collaboration, Guest Service, Improvisation, Organization, Strong Communication, Guest-Focused Entertainment