



FALECIA DUNN

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Most creative companies don't have a talent problem — they have a systems problem.

Well Dunn Consulting installs the structure, workflows, and execution systems that let founders, executives, and creative brands scale without holding every piece together themselves.

OPERATIONAL PARTNER BEHIND WORK FOR

Netflix • Apple TV • Hulu / American Express • AT&T / NBA • BET Awards • BET Experience • NAACP Image Awards • Essence Black Women in Hollywood • LA Pride Festival • The Little Mermaid Premiere

HOW WE ENGAGE

THE BACKEND LANE — *Creative Operations Build-Outs*

For founders and companies who need internal systems, operational clarity, and the infrastructure to scale.

THE VISIBLE LANE — *Talent Visibility + Event Execution*

For public-facing creatives and brands needing strategy, positioning, and execution support for high-stakes moments.

SELECTED ENGAGEMENTS

Photography Studio | *Backend Lane — Business Infrastructure Build-Out*

Designed and launched an implementation-ready business structure in 2–4 weeks — website architecture and copy, visual direction, client onboarding flow, and client-facing systems — using the client's existing brand assets to move from ad-hoc operations to a repeatable, scalable client experience.

BET Weekend | *Visible Lane — Talent Backend Logistics*

Ran backend logistics for a talent client across BET Weekend, coordinating 3 vendors spanning photography, styling, and glam — event communications, pre-fitting coordination, and studio-to-talent liaison work — keeping every moving part aligned so talent stayed focused on performance.

BlackHouse Media | *Visible Lane — Production Operations Lead*

Led pre-production through day-of execution for a People Magazine editorial shoot and an independent short film, managing a \$50K production budget and onboarding a 30-person crew — call sheets, shot lists, freelancer coordination, compliance documentation, and location readiness — as the single point of contact keeping schedule, budget, and creative vision aligned.

Glow Skin Enhancement | *Backend Lane — Brand & Operations Overhaul*

Rebuilt the brand's operational backbone: an end-to-end content workflow from concept through posting-ready, a reorganized digital brand presentation still in active use, and streamlined fulfillment and social project management — serving as direct operational partner to the CEO across a combined social following of 68K+.

CORE EXPERTISE & TOOLS

Creative Operations • Business Systems Architecture • Operational Strategy • Workflow & SOP Design • Cross-Functional Coordination • Production Operations • Talent Logistics • Stakeholder Communication • CRM & Project Management

Zoho CRM • Asana • Notion • Microsoft 365 • Google Workspace • Canva • Calendly • Zoom • CapCut

Let's talk about what a systems partner could take off your plate.

[Schedule a Strategy Call → welldunnconsulting.com/contact](https://welldunnconsulting.com/contact)