

Sara Victor



Primary Roles: Administrative manager, staff manager, staff resource coordinator, executive producer assistant, ticketing manager, people and things coordinator,

Able to travel? Yes

Company: Independent Contrator

Reach out: sacredhands3@gmail.com

Last Events Worked: Enchanted Forest, Lucidity Festival, Envision Festival •

Based In: Santa Barbara, CA

Three Event Items I Cannot Live Without: Giant water bottle, sunglasses, at least 3 caribiners

Social Media Links and Bio:



Sara started in the events industry in 2010 by volunteering to stuff ticket packages for Shambhala Music Festival. As it does for many of us, a volunteer gig turned into a job, and over the next three years she learned how to admin from the ground up, managing ticketing, vending, and the box office, and working with a team to develop enterprise projects. After several years of enjoying the Canadian festival scene she switched it up for the California scene, quickly getting involved in several new events in Southern California. She also was invited to participate in Envision Festival in Costa

Rica, which seemed like a dream after a lifetime of Canadian winters.

Four years later and now known in the scene as Victory, Sara has worked her way to the top of her game as the Admin Director for three festivals; Envision Festival in Costa Rica, Lucidity Festival in Santa Barbara CA, and Enchanted Forest Gathering in Laytonville CA. She has created and developed a staff management spreadsheet database that has been integrated in over a dozen companies, worked with teams to revolutionize internal organization and communication, and has created systems to run the administrative side of events with ease. Victory is continuously seeking ways to empower people within the industry with the right tools to get the job done, and does it all with an infectious smile and winning attitude.