



LVE Employee Spotlight

Nevada Colwell, Marketing/Digital Media Supervisor

Born in Denver, Colo., Nevada was the name given to him by his father. His father thought it would bring him luck one way or another. At two years old, Nevada moved to Las Vegas with his family so his father could start a construction business. Growing up, Nevada was passionate about the art

of multimedia specifically cartoons, sci-fi movies and comic books. His artistic ability allowed him to win various fine art contests throughout elementary, middle school and high school. Following his senior year Nevada turned down a scholarship offer to the Denver Art Institute for enlistment in the Navy. The Navy tour was short lived as he was sent home for a medical discharge.

Nevada switched gears and attended UNLV focusing on becoming a middle school history teacher. He loved the concept of teaching but it wasn't for him. He switched education focus to the emerging multimedia field with new programs being developed by Bob Bay (director Michael Bay's dad) through the UNLV Architect College and the CCSN Graphic Art School. While working on his degree, Nevada got his feet wet working with local real estate agents building and managing websites and CD-ROM projects. Finally, in 1999, Nevada graduated from UNLV/CCSN with a bachelor's degree in broadcast communications and an AAS in multimedia design.

In 1998, Nevada began working at the Bureau of Reclamation's Lower Colorado Region (Hoover Dam) in-house ad agency as the graphic illustrator. At the Bureau he supported the marketing director on all print ad campaigns. He also assisted in the creation of print ad campaigns for the Hoover Dam's 60th Anniversary, new visitors center and the early planning for the Mike O'Callaghan-Pat Tillman Memorial Bridge campaign.



Nevada joined the Thomas & Mack Center in 1999 to help develop the multimedia department following the installation

of digital signage at Thomas & Mack Center, Sam Boyd Stadium and COX Pavilion. Nevada managed the digital signage for pre, post and live production at the three facilities.

THE COLWELL FILE

Born: October 12, 1973

Family: Kristen (wife), Tanner (son), Kenley (daughter), Mack (dog)

Hobbies: Jogging, reading comic books, drawing, soccer, doing anything with my family

In 2002 Nevada was recruited by Daren Libonati to launch and manage UNLVtickets.com along with the digital assets for advertising. He also continued to manage the multimedia department for live production of Thomas & Mack Center, Sam Boyd Stadium and COX Pavilion events. Along with these responsibilities, Nevada served as show director for the Runnin' Rebels, Las Vegas Gladiators and other contracted events.



While working at UNLV, he had the opportunity to develop, launch and produce the first live streaming platforms with the NBA Summer League, Mountain West and ADIDAS Nations. Also, since 2010 Nevada has been the multimedia production consultant for the NFR.

Nevada's final years at UNLV were spent developing new programs for UNLVtickets.com and overseeing marketing for the three facilities. His team created the first official Hispanic ticket outlet in the country with La Bonita Supermarkets. He developed partnerships for future UNLVtickets.com, including agreements with the 51s, MWC, Life Is Beautiful, Super Summer Theatre, The D and DTLV.

In the fall of 2014 Michael Mack asked Nevada a simple question..."Are you in?" He could not pass up on the opportunity of working with the talented team that existed at Las Vegas Events. Nevada was hungry to return to the root of his passion of multimedia marketing through graphic arts, social media and digital advertising in the event business. The challenge of navigating through the information age and producing results for Las Vegas Events is what motivates Nevada to continue to improve at what he does.



When not working, Nevada enjoys staying active through various activities such as doing anything with his family, running, indoor soccer, skateboarding and working on 'The Toy Chest' a children's book he created in college (patience is a virtue). He met his wife, Kristen, in 1999 through mutual friends. They married in 2002 and three years later were blessed with the birth of their son Tanner. In 2014, Nevada and Kristen were blessed with the adoption of their daughter Kenley. Life Is Good.



"When you don't know that you don't know, it's a lot different than when you do know that you don't know."

-Bill Parcels