

Shaadie

Swiss Army Knife of Entertainment



Personal details

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Skills

- Event Hosting ●●●●●
- Entertainment Consulting ●●●●●
- Audience Engagement ●●●●●
- Public Speaking ●●●●●
- Cultural Awareness ●●●●●
- Networking ●●●●●
- Communication Skills ●●●●●
- Adaptability ●●●●●
- Creative Problem Solving ●●●●●
- Entertainment Services ●●●●●
- Creative Thinking ●●●●●

Profile

Rashaad "Shaadie" Nunnally, (pronounced "shoddy" not "shady"), is a versatile entertainer and entrepreneur hailing from the Crestside of North Vallejo. As a music artist, event host, and coordinator, with an extensive portfolio, including hosting events, directing entertainment and handling celebrity hospitality, he's been featured in magazines, verified on social media, and achieved notable feats, such as a TEDxTalk.

Shaadie owns and operates the entertainment company MAC LIFE LLC., which is an acronym for Minds Achieving Change Living In Forgotten Environments and also founded his nonprofit organization MAC LIFE Community (501(c)3). Over the years, he's been a lead vocalist, MC, and studio owner and 2021, he secured a segment, "A Shot with Shaadie," on Good Things Utah, leading to a full-time role as an assignment editor and field producer for ABC 4 Utah.

Passionate about advancing his brand and empowering others, Shaadie, with roots in hard work and persistence, has evolved from a music artist to a multifaceted entertainment figure. Search "SHAADIE" on all platforms to explore his diverse talents and remember "it's Shaadie like Rashaad, not Shady like Shade."

Employment

- Owner/Operator** **Jul 2014 - Present**
[MAC LIFE LLC., United States](#)
 - Develop and maintain relationships with a diverse network of entertainers and clients to provide customized entertainment experiences.
- Founder/President** **Jul 2021 - Present**
[MAC LIFE Community \(501\(c\)3\), Utah - California](#)
 - Founded and leads a community-focused entertainment organization dedicated to outreach and support for youth and families in need while establishing partnerships with local businesses, artists, and community leaders to expand outreach and resources.
- Entertainment Consultant** **Jul 2025 - Present**
[California Forever, San Francisco Bay Area](#)
 - Curate and tailor entertainment packages to meet the unique needs of diverse client events, specific occasions and entertainment opportunities in Vallejo, CA and surrounding areas.
- In-game Host for Vallejo Late Night Basketball** **Aug 2025**
[Solano County, Vallejo, CA](#)
 - Hosted and energized crowds as the in-game host for Vallejo Late Night Basketball summer series, maintaining audience engagement throughout the event with live game commentary and interactive segments to enhance the spectator experience.
- Entertainment Director** **Jul 2025**
[707 week, Vallejo, CA](#)
 - Directed large-scale events including the 707 Week celebration, managing artist bookings, coordination, and live performances while implementing innovative entertainment programming that effectively engaged diverse audiences in Vallejo, CA and surrounding areas.

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|--------------------------------|-------|
| Celebrity Hospitality | ●●●●● |
| Event Coordinating | ●●●●● |
| Entertainment Directing | ●●●●● |
| Performer | ●●●●● |
| Driving | ●●●●● |
| Multitasking | ●●●●● |
| Time Management | ●●●●● |
| Team Collaboration | ●●●●● |
| Talent Scouting | ●●●●● |
| Music Recording and Production | ●●●●● |
| DJ | ●●●●● |
| Music Programming | ●●●●● |
| Venue Operations | ●●●●● |
| Community Outreach | ●●●●● |
| Budget Management | ●●●●● |
| Marketing Strategies | ●●●●● |
| Event Planning | ●●●●● |
| Leadership | ●●●●● |
| Conflict Resolution | ●●●●● |

Qualities

- Creativity
- Adaptability
- Communication
- Leadership
- Problem-solving
- Teamwork
- Time Management
- Networking
- Reliability
- Organizational skills
- Empathy
- Customer Service

Event Host MC

Aug 2025

Sutter Health, Vallejo, CA

- Masterfully orchestrated event flow and engaged diverse audiences, ensuring seamless transitions and high energy throughout events.

Community Manager

Jun 2025 - Present

Fanfly, San Francisco Bay Area

- Cultivate a vibrant community by actively engaging members through social media, events, and direct communication while collaborating with marketing, PR, and development teams to align community engagement strategies with overall company goals and audience growth.

Event Host NBA All Star Weekend '25

Feb 2025 - Feb 2025

Music City San Francisco, San Francisco, CA

- Curated and hosted NBA All Star Weekend welcome event at Music City San Francisco with over 20 performers and 300 guests in attendance
- Produced a dynamic and interactive musical showcase experience that promoted community involvement that entertained and engaged a diverse audience during NBA All Star Weekend 2025 in San Francisco.

Event Curator

Dec 2024 - Apr 2025

Music City San Francisco

- Curated diverse entertainment lineups tailored to various audiences creating a community and safe space for San Francisco Bay Area artists and creatives to perform and network under one roof.

Commercial Actor

Oct 2024 - Oct 2024

AMG Media Group, Santa Clara, CA

- Collaborated with directors and production teams to deliver engaging, persuasive performance aligned with the brand messaging of the Santa Clara County Behavioral Health Services.

Commercial Actor

Apr 2024 - Apr 2024

Genuine Media, San Francisco, CA

- Memorized scripts quickly and delivered lines with authenticity and emotional impact to portray the character of a "street preacher" for the UCSF Health TV Commercial

Commercial Actor

Aug 2024 - Aug 2024

Sonoma County Tourism, Sonoma, CA

- Demonstrated strong on-camera presence and effective communication skills as a tourists for Sonoma County Tourism.

Documentary Actor

Nov 2024 - Nov 2024

Duo Creative Communications, San Francisco, CA

- Portrayed a character to depict real-life events and stories in the 9/11 Miracle Survivor documentary film aired exclusively on Japanese TV.

Actor - Model - Talent

Feb 2024 - Present

Models Inc. Talent Agency, San Francisco Bay Area

- Perform diverse roles in TV, film, and print media, showcasing versatility and adaptability across various entertainment genres.

Game Show Host

Feb 2024 - Present

RezEvents - Entertainment and Event Engagement, Daly City, CA

- Host live game show events engaging diverse audiences and maintaining energetic atmosphere to maximize participant enjoyment at Dave And Busters Daly City every Tuesday night from 730pm to 930pm.

- Initiative
- Collaboration
- Resilience
- Emotional intelligence
- Flexibility
- Attention to detail
- Cultural awareness
- Positive Attitude
- Patience
- Dependability
- Open-mindedness
- Work Ethic
- Confidence

Voice Over Artist **Jan 2024 - Present**

[Epic Invite, United States](#)

- Collaborated with production teams to understand project requirements and deliver voice recordings that enhanced storytelling and a new way to give a unique and memorable gift or invitation.

Music Teacher **Feb 2023 - May 2023**

[Wallace Stegner Academy, Salt Lake City, UT](#)

- Designed and delivered engaging music lessons tailored to the developmental levels of students in grades 3 through 8, focusing on songwriting, music theory, and performance skills.

Concert Host MC **Aug 2023 - Present**

[Versatile Image, Salt Lake City, UT](#)

- Introduce artists, provided event information, and interacted with the crowd to enhance the overall concert experience of the annual Unity Block Party as resident concert MC Host.

Event Host NBA All Star Weekend '23 **Feb 2023**

[Eventnoire, Salt Lake City, UT](#)

- Hosted high-energy entertainment segments featuring Dj Envy and Dj Drama over multiple days during NBA All Star Weekend '23, engaging audiences and ensuring a seamless flow of events.

Event Host MC **Sep 2022 - Nov 2024**

[Ninefold Marketing, Utah](#)

- Hosted and emceed corporate, social, and community events engaging diverse audiences and ensuring seamless event flow.

Business Expo Creator and Director **Sep 2021 - Sep 2022**

[Salt Lake City, UT](#)

- Created and operated the Black Business Expo and Pacific Islander Business Expo.
- Built and nurtured strategic partnerships with local businesses, artists, and community leaders to enhance event outreach and resource sharing.

Lifestyle TV Host **Sep 2021 - Jul 2023**

[ABC 4 Utah, Salt Lake City, UT](#)

- Curated, hosted and produced live television programs, engaging audiences with dynamic content and interactive segments called "A Shot with Shaadie" showcasing the BIPOC, Women and LGBTQ+ communities of entertainers, entrepreneurs, businesses and events.

Booking Agent & Entertainment Director **Jul 2021 - Jul 2023**

[Utah Museum of Contemporary Art, Salt Lake City, UT](#)

- Directed event planning and execution, coordinating logistics, marketing, and talent management to deliver seamless entertainment experiences for private events and new exhibit openings.

TEDx Speaker/Performer **Jun 2022**

[TEDxSaltLakeCity, Salt Lake City, UT](#)

- Delivered a compelling TEDx presentation of music combined with storytelling, humor, and insightful commentary on the importance of knowing thyself and how Black History existed prior to slavery.

On Air Personality **Jan 2014 - Jun 2022**

[Moist Day Club Entertainment, Las Vegas, NV](#)

- Conducted interviews with local artists, public figures, and entertainers, enhancing community engagement and entertainment value in Las Vegas.

Studio Owner**Sep 2020 - Feb 2022**

Bassix Studios, Sandy, UT

- Owned and managed a multi-purpose entertainment studio providing recording, production, and promotional services to local artists and entertainers.

Entertainment Director**Aug 2021 - Aug 2021**

NuMotion Productions, Salt Lake City, UT

- Spearheaded the direction of the entertainment and the moderation of the interviews for Utah's first Cannabis Health & Wellness Expo enhancing community engagement and attendance.

Moderator**Aug 2020 - Jul 2021**

Dear World, Salt Lake City, UT

- Facilitated dynamic panel discussions and Q&A sessions to engage diverse audiences and ensure smooth event flow as moderator for a nonprofit organization called Dear World during presentations to universities and companies.

Lead Vocalist - Band Leader - Event MC**Nov 2017 - Dec 2020**

Changing Lanes Entertainment Group LLC, Salt Lake City, UT

- Performed lead vocals while collaborating with band members to arrange and rehearse a wide-ranging repertoire, including original songs and popular covers with dynamic stage presence, captivating audiences at over 100 live events across diverse venues in Utah, Arizona, Colorado and California.
- Served as Master of Ceremonies (MC) at various events, engaging audiences with professional hosting skills, clear communication, and timely event flow management.
- Led and organized band rehearsals and performances, ensuring seamless coordination and high-quality entertainment at events across multiple states.

Recording Artist**Nov 2018 - Jul 2020**

Lakehouse Studios SLC, Salt Lake City, UT

- Collaborated with producers, musicians, and vocalists to create cohesive and engaging music projects from conception to release.
- Composed, recorded, and produced original music tracks across multiple genres to showcase versatility and cater to diverse audiences.
- Managed live performances and studio sessions, ensuring seamless coordination between artists, technicians, and event organizers.
- Provided mentorship and guidance to emerging artists, fostering talent development and creative collaboration.

Co-Founder**Apr 2013 - Present**

m.F.m. Ent, San Francisco Bay Area

- Co-founded and managed a multidisciplinary entertainment collective that integrates music production, video editing, and artist collaboration to deliver innovative projects in the Bay Area music scene.

Achievements

- Opening performer, MC and hospitality services for multiple celebrities such as: Marshawn Lynch, Baby Bash, Ne-Yo, FloRida, Krayzie Bone, Bone Thugs n Harmony, Kanye West and his Sunday Choir, B.o.B., Devin The Dude, Weldon Angelos, Leila Steinberg, Tory Lanez, Iniko, Durand Bernarr, Bryan Breeding, Keak Da Sneak, RBL Posse, Bobby Shmurda, Dj Drama, Dj Envy, Dj Paul, Yung Joc, Anthony Thomas, Analea Brown, Common Kingz,

Futuristic, Dj Shortcut, Dj Four Colors Zack, Dj Sean Majors, Dj Bear Clarkson, Dj Teo and more.

- Conducted red carpet interviews during opening night of Sundance Film Festival with Ryan Coogler, W. Kamau Bell, Kikyatu Jusu, Boots Riley, Jerrie Johnson, Qasim Basir, Roger Ross Williams and the President of Sundance Institute.
- Hosted and MC'd the Unity Block Party in Salt Lake City annually, engaging and entertaining audiences of over 5,000 attendees.
- Consulted with multiple clients in the San Francisco Bay Area to design and implement customized entertainment programs enhancing event experiences.
- Developed innovative entertainment concepts that increased audience participation and satisfaction.
- Coordinated logistics and talent bookings for large-scale events ensuring seamless execution and positive client feedback.
- Led community outreach initiatives to promote cultural awareness through entertainment, boosting event attendance.
- Pioneered interactive entertainment elements that elevated guest engagement and received commendations from event organizers.
- Collaborated with diverse teams to craft culturally resonant entertainment experiences that enriched community connections.
- Spearheaded the integration of multicultural themes into entertainment programming, enhancing audience diversity and inclusivity.
- Established partnerships with local artists and established performers nationwide and internationally to enrich community events and broaden cultural representation.
- Owned and operated a successful entertainment service business, delivering tailored performances and event solutions across the United States.
- Founded and led a nonprofit organization focused on community outreach through entertainment, supporting youth and families in need in Utah and California.

Education

Associate of Arts - Social Science
Sacramento City College, Sacramento, CA

Jun 2006 - Jun 2009

HS Diploma - General Studies
Sheldon HS, Sacramento, CA

Jun 2004

References

References available upon request.