

Event Coordination Manager

**Meeting & Event Planning • Hotels & Corporate • Facilities Management
Budgeting & Negotiations • Vendor Services • Hospitality Sales & Marketing**

Passionate, innovative manager with more than seven years of intensive experience throughout event planning, project management, and sales. Earned reputation as a tenacious and energetic professional with a keen ability to organize activities and people on a large scale.

Distinctive skills in creating and managing to-scale blueprints and floor plans. Notable talents in hotel sales and event planning. Clear and personable cross-functional communicator with cold calling experience. Knowledge of Delphi reservation system and Microsoft Office.

*Utilizing smart, detailed organization and refreshing creativity
to deliver outstanding meetings and events within budget.*

Notable Experiences & Accomplishments

Project Coordination

- Managed and serviced as many as 150 accounts including management of floor plan and amenities for one of the largest tradeshow in the U.S. ArgiExpo.
- Worked with large corporations to ensure compliance with all corporate guidelines as well as FAA and state fire marshal regulations.
- Provided continual project improvement by reporting project outcome data and targeting specific areas for improvement.

Hotel & Facilities Management

- Maximized convention space for U.S. ArgiExpo including making less visible locations more appealing to exhibitors through creative floor planning.
- Conducted enumerable site tours, including food and beverage, audio/visual, and meeting spaces within hotels, convention centers, and other large-scale venues.
- Conducted thorough research by directing, exhibiting, and attending various tradeshow.

Sales & Marketing

- Delivered many sales successes at Sheraton including increasing transient ADR by 26%, achieving revenue goals 33 of 37 months of employment, and reaching Top 5% of Starwood Performers for two consecutive years.
- Honored as hotel corporation's "Brand Champion" including specialized training to help establish the international hotel's new, more personalized brand.
- Collaborated with corporate marketing firm on fresh marketing collateral ideas.

Budgeting & Contract Negotiations

- Successfully managed \$2M convention budget for U.S. ArgiExpo.
- Handled multiple million-dollar annual and individual project budgets including projections, allocations, staffing, supervision, and follow-up.
- Negotiated company contracts for both individual corporate travelers and groups, including ongoing work with a number of Fortune 500 companies.

Professional Experience

- Corporate Event Planner, Confidential Corporation, Milwaukee, WI* 2008 – Present
- Spearheaded creation of new 14-room training facility including purchase of catering equipment and linens, state-of-the-art reservation system, and all other planning in between.
- Group Sales Manager, Confidential Corporation, Brookfield, WI* 2007 - 2008
- Actively collaborated in refurbishment of visitor's guide, as well as proactively transformed position into a public spokesperson role to drive tourism.
- Exhibits Manager, Confidential Corporation, Milwaukee, WI* 2005 – 2007
- Managed \$2M convention coordination covering four sq. miles of Las Vegas, including managing floor plan, up to 150 exhibitors, and placement of all amenities.
- Senior Sales Manager, Confidential Corporation, Brookfield, WI* 2002 – 2005
- Promoted from Travel Sales Manager upon proving outstanding group sales capabilities.
- Sales Coordinator, Confidential Corporation, Milwaukee, WI* 2000 – 2002
- Launched hospitality career by handling Director's reports, formatting contracts, and arranging group room blocks.
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Professional Development

A.A.S., Travel/Meeting and Event Management
Confidential Technical College, Milwaukee, WI

Coursework included:

- Event Meeting Management
 - Negotiation and Risk Management
 - Microsoft Office
 - Managerial Accounting for Hospitality
 - Travel Management
 - Human Resource Management
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Memberships & Affiliations

Secretary/Treasurer, Business Network International (BNI)

Event Coordinator, Women for Midwest Athletes Against Childhood Cancer (WMAACC)

Board of Directors, WMAACC, 2008/2009, 2010/2011

Co-Chair, Couture for a Cure Benefit Event, WMAACC, 2008