

SAM SMITH

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EXPERIENCED EVENT PLANNER/MARKETING & PROMOTIONS MANAGER

PROFESSIONAL PROFILE

A client-driven and results-oriented Marketing, Promotions, and Event Planning Professional with over 5 years of industry experience and an impressive record of achievements within the corporate, special event, and wedding planning arena. Recognized as a performer able to manage multiple responsibilities simultaneously, proactively resolve issues, and consistently meet and exceed established goals and objectives. Articulate communicator and presenter with exceptional interpersonal, organizational, and time management skills and a proven ability to plan and synchronize the essential details of multiple events in an efficient and resourceful manner. A team-player and leader demonstrating a high-level of accuracy and thoroughness; recognized for capacity to work autonomously as well as collaboratively, function in a dynamic and changing environment, and interact effectively with all levels of support staff and management. Strong qualifications in personnel development and relationship management.

CORE COMPETENCIES

- *Event Planning/Coordination*
- *Business Development/Sourcing*
- *Traditional/Interactive Marketing*
- *Proposal Creation & Delivery*
- *Facility/Operational Management*
- *Client & Vendor Relations*
- *Location/Site Selection*
- *Contract/Price Negotiation*
- *Quality Assurance/Control*
- *Staff Supervision/Training*
- *Budget/Resource Administration*
- *Forecasting/Tracking/Analysis*
- *Pre-Planning/On-Site Management*
- *Post-Program Review/Assessment*
- *Networking/Referral Generation*

EDUCATION

Bachelor of Business Administration; Major in Marketing
Loyola University, New Orleans, Louisiana; Graduated: December 2008

PROFESSIONAL EXPERIENCE

ABC Company Any Town, USA Jan. 2011 - Dec. 2011
General Manager/Marketing & Promotions Manager

- Oversaw every aspect of day-to-day operations including sales, marketing, event coordination, staffing, quality and financial control, client satisfaction, facilities management, and tactical planning for one (1) location with annual sales of approximately \$90K.
- Assumed direct responsibility over a staff of eight (8) in addition to (15) professionally certified instructors and trainers; organized and restructured all classes including Zumba, Spinning, Boxing, and Bootcamp and designated weekly class schedules which generated more than 75% of facility revenue.
- Managed Facebook and Twitter accounts, created and distributed promotional collateral, designed and launched a new website, contacted local news and radio stations to improve exposure, researched competitors, and established and introduced new membership rates and promotional discounts.
- Researched, collected, analyzed, and updated all company cash flow statements.
- Hosted Bayou 5 in conjunction with Power MMA; determined floor plan, managed the guest list, coordinated weigh in's and promotional giveaways, and executed the timing and delivery of all amateur fighters.

Selected Accomplishments:

- Promoted to General Manager within just five (5) months, June 2011.
- Implemented various social media advertisement and virtual campaigns; produced \$4K in additional membership revenue in one (1) month alone.
- Collaborated closely with Power MMA (Mixed Martial Arts); secured and managed over \$15K in sponsorships for the production of the live event and landed several guest spots on "Hollywood South" radio to promote the facility's inaugural event.

ABC Company Any Town, USA Jan. 2011 - Dec. 2011
Assistant Wedding Coordinator

- Assessed, improved, and implemented floor plans for reception halls anticipating more than 300 guests.
- Coordinated the arrival and set-up of all outside vendors including live entertainment, event rentals, floral, and catering; situated catering stations and staging, decorated wedding cakes, prepared guest seating, and designed and integrated candy, photo booth, and photographer stations.
- Participated in the coordination, timing, and synchronization of ceremony details.
- Attended local events supporting the New Orleans wedding planning community.

PROFESSIONAL EXPERIENCE (CONTINUED)

Selected Accomplishments:

- Hosted upwards of fifteen (15) private wedding receptions with 100+ guests which earned the company approximately \$10K in additional sales.

ABC Company

Any Town, USA

Oct. 2006 - Aug. 2010

Event & Promotions Manager

- Orchestrated small and large-scale on and off-site private events, including Wednesday's at the Square, Sweet Sixteen's, Rehearsal Dinners, and Professional Athlete Events, from initial stage of selling, contractual negotiations, pre-planning, budget forecasting, cost analysis, on-site execution, and post-program evaluation.
- Managed events ranging from fifteen (15) to 250 attendees; consistently met budgetary guidelines.
- Selected, trained, and managed event staff, promptly responded to and sent out proposals to sales leads, and acquired, enhanced, and maintained strong professional client relationships.
- Actively prospected new clients and initiated relationships through warm leads, referrals, and networking; successfully sourced new business opportunities with a proven track record in closing sales.
- Cultivated and maintained relationships with sponsors, vendors, hospitality contacts, and other industry professionals.
- Facilitated tours of venue space and presented food and beverage options and pricing; assessed, adapted, and catered to clients' needs and requests, altering plans as required.
- Documented and presented weekly tentative pipeline reports and schedules to a management team of eight (8), including establishment owners.

Selected Accomplishments:

- Promoted from Server to Event & Promotions Manager, December 2008.
- Generated more than \$360K in net sales through private functions from July 2009 - August 2010.
- Consistently increased sales revenue by 60% on a monthly basis, 2010.
- Successfully delivered persuasive presentations to a variety of individuals; scheduled, organized, and prioritized work to meet customer demands promptly, accurately, and efficiently.
- Coordinated ABC Company's First Haiti Relief Charity Event which raised \$15K in donations; designed the floor plan, organized celebrity guest list, coordinated raffle and give away's, and managed event staff.
- Received numerous letters from clients in recognition of customer service competencies.

Additional Experience:

Server, ABC Company, Any Town, USA, Jan. 2012 - Present

Owner/Sales Manager, ABC Company, Any Town, USA, Jun. 2003 - Jan. 2010

DESIGNATIONS

- Alcohol Vendor's License ▪ CPR Certified

EXTENSIVE TRAINING IN THE AREAS OF:

- Customer Service ▪ Employee Relations ▪ Management ▪ Marketing
- Relationship-Building ▪ Suggestive Selling/Upselling ▪ Team-Building

COMMUNITY INVOLVEMENT/AFFILIATIONS

- Member, Coconut Beach New Orleans (2006 - Present)
- Member, New Orleans Running Systems; Completed the Crescent City 10K & Jazz and Riverfront Half Marathons

References Furnished Upon Request