

# JANE SMITH

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## EVENT PLANNER/DOMESTIC & INTERNATIONAL TRAVEL MANAGER

Account & Relationship Management/New Business & Lead Development/Presentations & Public Speaking

### EXECUTIVE SUMMARY

A results-driven and performance-oriented Event Planner with extensive experience and an impressive record of achievements within all facets of event planning, travel coordination, new business development, and customer service management. Recognized as a performer able to manage multiple responsibilities simultaneously, proactively and efficiently resolve issues, and consistently meet and exceed established goals and objectives. Articulate communicator, presenter, and facilitator with exceptional interpersonal, organizational, and time management skills and a proven ability to plan and synchronize the essential details of travel itineraries and multiple meetings/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 relationship management, public speaking, and oral negotiations.

### CORE COMPETENCIES

- *Event Planning/Management*
- *Budget Forecasting/Tracking*
- *Contract/Price Negotiation*
- *Presentations/Public Speaking*
- *Project/Calendar Management*
- *Business Development/Sourcing*
- *Site/Destination Selection*
- *Travel/Itinerary Management*
- *Proposal Development/Delivery*
- *Cost Analysis/Containment*
- *Client/Vendor/Supplier Relations*
- *Personnel Management/Training*
- *Account Management/Retention*
- *Objective Creation/Fulfillment*
- *Networking/Referral Generation*

### PROFESSIONAL EXPERIENCE

**ABC Company**

**Any Town, USA**

**Jan. 1991 - Present**

*President and Founder*

Directed all aspects of business operations for an innovative event planning and travel management firm; leveraged a combination of client relations, business development, bookkeeping, and operating experience with an emphasis on event planning/management and travel coordination.

- Conceptualized and launched a successful small business; built annual revenues from \$0 to \$250K.
- Orchestrated small and large-scale events from initial stage of selling contractual negotiations, pre-planning, registration tracking, budget forecasting, cost analysis, on-site execution, and post-program evaluation.
- Managed events ranging from twenty five (25) to 1K+ attendees; consistently met budgetary guidelines.
- Conceptualized, coordinated and oversaw complex travel itineraries for groups as large as 350; demonstrated knowledge of domestic and international travel, economic climate, and consumer attitudes.
- 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.
- Developed a sales pipeline; grew assigned revenue base and converted new/potential customers to clients through business development and lead generation.
- Identified and acquired new business opportunities; cultivated and maintained existing relationships.
- Effectively and professionally negotiated, communicated, and represented each account.
- Delivered engaging and informative presentations to clients/potential clients on topics such as travel preparation and destination planning; scheduled and prioritized speaking engagements to meet customer requests.
- Negotiated competitive rates for hotel rooms, airfare, ground transportation, and banquet space; leveraged established vendor relationships to secure deep discounts for all clients.
- Recruited, managed, and trained a staff of ten (10); effectively supervised staff exercising strong personnel management, team development, and project leadership skills.
- Oversaw all aspects of day-to-day operations; developed and maintained business, created and executed marketing plans, and performed budget administration, implementation, and tracking.
- Diplomatically enforced negotiations with vendors to arrive at mutually agreeable, cost-saving solutions.
- Served as direct point of contact for client, vendors, and participants concerning travel, meeting, conference, and event specifications, requirements, preferences, registration, confirmations, cancellations, schedules, cost summaries, and RFPs.

**PROFESSIONAL EXPERIENCE (CONTINUED)**

***Selected Accomplishments:***

- Provided leadership and support in the expansion of the business; initiated and maintained accounts with numerous high-profile companies.
- Spearheaded the development of the company's entertainment division; negotiated, coordinated, and oversaw all airplane travel, ground transportation and hotel bookings for a group of 350 fans to see their favorite rock band perform in Europe.
- Established and maintained an extensive network of relationships with meeting professionals including hotels, destination management companies, and travel-related associations worldwide, as well as numerous other contacts within the hospitality industry.
- Developed a loyal customer base and effective and lucrative referral network.

**PROFESSIONAL AFFILIATIONS/COMMUNITY INVOLVEMENT (CURRENT AND PRIOR)**

- Advisory Board, Continental Airlines ▪ Advisory Board, W Hotels
- Board of Directors, American Heart Association ▪ Board of Directors, Drawbridge
- Fundraising Committee Member, Celebrity Celebration for Heart ▪ Member, Elks Lodge ▪ Member, National MS Society

*Personal and Professional References Furnished Upon Request*