

Energetic and driven event management professional known for planning and executing impactful and memorable events that grow brands, celebrate milestones, and expand personal networks. Capable of managing multiple, simultaneous projects while ensuring the accurate and timely completion of all deliverables in alignment with operational goals and service standards. Articulate and engaging communicator with a natural talent for building a strong rapport with diverse customer groups, external partners, and colleagues across all organizational levels. Excel in leading cohesive crossfunctional teams to high performance through innovative training, coaching, and mentoring

## PROFESSIONAL EXPERIENCE

### **Events Manager** | WAR MEMORIAL CENTER | Milwaukee, WI 1/2015 — Present

- Oversee all event coordination and venue management for an annual event portfolio, including more than 350 banquet/reception events and 450 meetings.
- Managed an annual advertising budget of \$45K, continuously monitoring expenditures, and identifying new cost-saving measures.
- Accountable for maintaining the reservation calendar and all event documentation to ensure all internal departments work collaboratively to execute flawless events.
- Conceptualized, planned, and executed VetFest as the center's signature community event with 1,500 guests in attendance.
- Orchestrated all aspects of VetFest, including volunteer coordination, committee activity, sponsorship, and vendor management including scheduling and setup.
- Promoted and sold add-on coordination packages to booked couples to increase revenue for the 2<sup>nd</sup> and 3<sup>rd</sup> quarters by \$1,200.
- Created new strategies to secure additional entertainment and vendors with limited financial resources, negotiating favorable contracts, and employing a vendor fee to generate a \$1,200 budget surplus.

### **Executive Event Planner** | ZILLI HOSPITALITY GROUP/MILWAUKEE PUBLIC MUSEUM | Milwaukee, WI 7/2011—7/2014

- Served as the primary liaison between Zilli Hospitality Group and interdepartmentally within the Milwaukee Public Museum, maintaining a collaborative, mutually beneficial partnership to support the execution of first-class events and meetings.
- Interacted with diverse clients and business partners to carry out events from initial inquiry through execution.
- Strengthened event planning and execution through the utilization of creative marketing ideas, new menu offerings, and improved client outreach initiatives.
- Devised and implemented a new comprehensive marketing plan and expanded the referral network to increase social event booking from four to 14 over 2 ½ years.
- Actively pursued guest feedback and reviews based on pre- and post-event evaluations to improve previous 2 and 3-star reviews to 10+ 5-star reviews between 2012 and 2013.

### **Administrator/Floor Manager** | iPIC ENTERTAINMENT | Glendale, WI 11/2010 — 7/2011

- Directed daily operations of a multifaceted entertainment group that included a movie theater, bowling alley, and several casual dining restaurants, ensuring the highest levels of quality and customer satisfaction.
- Led a team of five office professionals to perform routine and responsive administrative tasks including guest relations, file management, supply/inventory management, and communications.
- Accountable for managing the monthly departmental budget, implementing cost-containment measures to maximize available resources.
- Developed comprehensive employee training manuals for each service area and job function to improve operational efficiencies and decrease employee turnover.

## KEY SKILLS

- Nonprofit minded
- Community Outreach
- Calendar Management
- Contract/Vendor Negotiations
- Budget Management
- Relationship Management
- Team Leadership
- Training, Coaching & Mentoring
- Communications
- Change Management
- Volunteer Management
- Project Management
- Agile Methodologies
- Tech Savvy

## TECHNICAL SKILLS

- Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Adobe, InDesign

## EDUCATION

**BS in Kinesiology**  
UNIVERSITY OF WISCONSIN  
Milwaukee, WI