

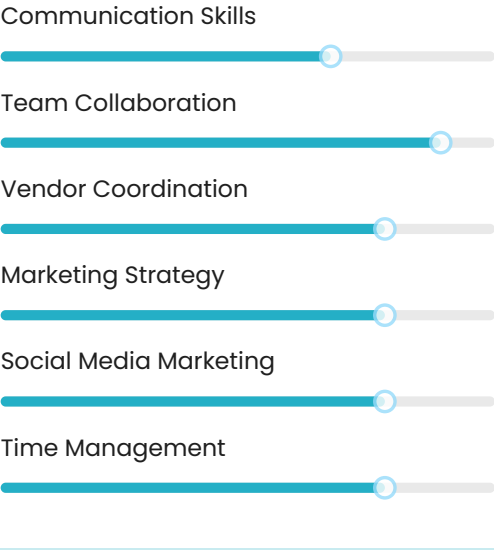


EMMA JOHNSON

Marketing Events Coordinator for Corporate Events

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Los Angeles
www.qwikresume.com

SKILLS



INTERESTS

- DIY Projects
- Crafting
- Meditation
- History

STRENGTHS

- Humility
- Innovation
- Insightfulness
- Integrity

LANGUAGES



ACHIEVEMENTS

- Increased attendee satisfaction rates by 25% through improved event logistics and participant engagement strategies.
- Successfully managed a \$500,000 budget for annual corporate conferences, delivering events under budget while exceeding expectations.

PROFESSIONAL SUMMARY

Accomplished Marketing Events Coordinator with over 10 years of experience in planning and executing corporate events that elevate brand visibility and engagement. Expert in managing logistics, budgets, and vendor relationships while collaborating with cross-functional teams to deliver innovative event experiences. Dedicated to utilizing data-driven strategies to enhance event outcomes and drive organizational success.

WORK EXPERIENCE

Marketing Events Coordinator for Corporate Events
WidgetWorks Inc.
Mar / 2018 - Ongoing
Denver, CO

- Strategically planned and executed corporate events, ensuring all logistics aligned with brand objectives and participant needs.
- Negotiated and finalized contracts with venues and suppliers, achieving cost savings and enhanced service delivery.
- Administered comprehensive event management software to streamline event planning processes and participant registration.
- Coordinated accommodations, catering, and special requirements for events, ensuring a seamless experience for attendees.
- Monitored and evaluated event performance metrics, making data-driven adjustments to enhance future events.
- Maintained thorough records of event budgets and expenditures, ensuring financial accountability.
- Collaborated with marketing teams to create promotional materials that enhanced event visibility and engagement.

Marketing Events Coordinator
Crescent Moon Design
Mar / 2015 - Mar / 2018
Portland, OR

- Partnered with creative services to develop high-impact marketing collateral for corporate events, contributing to over \$3 million in revenue.
- Executed successful trade shows from start to finish, coordinating logistics and managing promotional materials.
- Planned and organized multi-day dealer conferences, negotiating venue contracts and managing sponsorship sales.
- Coordinated participation in 12+ trade shows annually, overseeing logistics and ensuring timely shipment of materials.
- Managed communications with dealer networks, producing newsletters and training programs to enhance engagement.
- Developed and led a national B2B education events program focused on membership acquisition and partnership management.

EDUCATION

Bachelor of Arts in Marketing
University of California, Los Angeles
Mar / 2012 - Mar / 2015
Santa Monica, CA

Focused on marketing strategies and event management to enhance brand engagement.