

Kelli Hilton

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SUMMARY OF QUALIFICATIONS

- Over 15 years of experience planning, coordinating and executing large-scale projects, events and experiences
- Detail oriented and highly organized with ability to manage multiple projects and meet deadlines
- Work efficiently and communicate effectively with different departments and build relationships with clients, vendors and staff
- Proficient in Microsoft Word, Excel, PowerPoint, Outlook, Dynamics GP, Salesforce, EZ Suites and CaterEase

EXPERIENCE

Field Marketer

2020 – 2020

Thomson Reuters – Eagan, MN (worked remotely from Las Vegas, NV)

- Collaborated with and provided strategic marketing support to small law (1-10 attorneys) sales teams in CA, NV and HI to increase sales
- Built and maintained local and state Bar Association relationships by providing sponsorships for trade shows and other special events
- Developed, planned and implemented 50+ virtual events, experiences and programs generating over \$500,000 in Marketing Attributed Sales and contributed to the Western Geo Marketing Attributed Sales of \$4 Million year to date
- Assisted in managing marketing budget yielding a 22:1 return on investment

Special Events/Catering Manager

2019 – 2020

Angel Park Golf Club – Las Vegas, NV

- Solely responsible for booking events and working with vendors and banquet staff to execute while exceeding client's expectations
- Worked closely with the Director of Food and Beverage on budgeting and other financial monthly and annual reports
- Booked, designed and conducted 135+ social and golf events in 2019 and brought in over \$500,000 in revenue

Program Manager

2017 – 2019

ACCESS Destination Services – San Diego, CA / Las Vegas, NV

- Coordinated and executed events/experiences and programs for large corporations and associations regionally
- Served as the primary operations contact to clients, vendors, hotel contacts and led a roster of 20-25 on-site field staff
- Operated 45+ programs totaling over \$2.75 million through 2018 and generated over \$700,000 in Additional Service Orders
- 94.55% Average Customer Service score and Customer Service Key Results Winner Q4 2017 and Q2 2018

Events Manager – Part Time

2016 – 2017

Button It Up Events – San Francisco, CA (worked remotely from San Diego, CA)

- Organized pre-event logistics for clients in non-profit and legal industries for large-scale events and meetings/seminars
- Provided administrative support to Founder pre and post events

Sales Operations Manager

2012 – 2016

Sales Coordinator

2008 – 2012

ALOR International – San Diego, CA

- Instrumental in rolling out a re-branding to all accounts in 2015 while meeting strict deadlines
- Played an integral role in launching a new company brand in 2010
- Planned and executed logistics for national and international trade shows, trunks shows and other special events
- Supported 6 Sales Directors (national accounts such as Nordstrom and Holt Renfrew along with over 200 independent accounts in the United States, Canada and the Caribbean)
- Managed a team of Customer Service Representatives and the Sales Operations Assistant

Campaign Account Representative – Temporary Seasonal

2007 – 2007

United Way of San Diego County – San Diego, CA

- Spokesperson and liaison that conveyed United Way's mission and vision to over 50 accounts in the San Diego County area
- Assisted in raising over \$21 million in 2007 campaign by collaborating with coordinators to develop strategies to increase revenues

Territory Manager

2005 – 2007

Aya Healthcare (previously Access Nurses) – San Diego, CA

- Coordinated housing and relocation needs for travel nurses nationwide, while negotiating rates and staying under budget
- Supervised a team in both local and Costa Rica office

EDUCATION

UNIVERSITY OF NEVADA – Reno, NV

Bachelor of Science in Business Administration, Marketing