

Alexandra Brown

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COMMUNICATION EXPERIENCE

*Director, Content Development, **Evanta**, Portland, OR, 2012-Present*

- Manages the production of business leader conference agendas for fortune 1000 executives. Key tasks include: conducting market research and interviewing executive officers; identifying pertinent topics for each market segment served; framing customized and compelling content to ensure high attendee engagement
- Confidently communicates speaker expectations and coaches practitioners, solutions providers and thought leaders through presentation development and delivery
- Demonstrates strong project, program and personnel management by executing on complex and concurrent deadlines and collaborating across departments with program directors, project designers and operations coordinators
- Writes and edits concise copy for both digital and print marketing pieces to promote events
- Delivers best-in-class sponsor liaison service for Evanta's largest partner organizations by working with external account managers to execute on sponsorship entitlements
- Contributes digital content and editorial support for Evanta's private, online leadership network
- Selected to develop Evanta's capstone event; the 2015 Global CIO Executive Summit
- Facilitator of the 2013 'Top 10 Breakaway Leaders' awards program for Global Human Resources Executives including nomination management, application processing, call for voting, and Winner's CEO endorsements

*Senior Community Development Specialist, **Evanta**, Portland, OR, 2011-2012*

- Oversaw a team of nine responsible for facilitating database management, registration concierge services, building invite pools for emerging markets, and organizing post-conference evaluations
- Developed training structure and manual for employees; adopted by Evanta as a comprehensive tool for training, evaluation and feedback
- Managed event timeline for all direct mail and e-mail marketing pieces (over 130 annual events)
- Implemented employee recognition award program to improve employee performance and team moral

*Group Sales Coordinator & Front Desk Supervisor, **Hilton**, Fort Collins, CO, 2010-2011*

- Promoted to Sales Office and Front Desk Supervisor after three months
- Trained and supervised 12 Front Office Staff Members during both morning and evening shifts
- Assisted sales and catering team on overall event satisfaction by coordinating event logistics, onsite support including AV requests, administrative tasks, client phone and e-mail interface
- Coordinated operational functions of group and event block management including reserving rooms, managing inventory, setting up billing, coordinating pre-arrival and post departure tasks, and communicating groups' needs to all departments

*Public Involvement & Communications Project Coordinator, **JLA Public Involvement**, Portland, OR, 2010-2011*

- Customized communication plans for current client assignments with project team
- Assisted at public meetings and created comprehensive meeting summaries and survey feedback
- Contributed to development and editing of website and public information material content
- Input meeting data and contact information into excel spreadsheets

EDUCATION

*BA Journalism & Communication, **University of Oregon**, Eugene, OR, 2010*

- Public Relations Emphasis, Spanish Minor

*Study Abroad in Argentina, **CIEE Argentina**, Buenos Aires, 2008*

- Latin American School of Social Sciences, University of Buenos Aires, Catholic University of Argentina