

EXPERIENCE

Events Manager – Aristotle | PredictIt

October 2014 – May 2017

- Managed and executed all field marketing events and logistics, organized 75+ events per year for MQLs and SQLs ranging in size from 10-800 attendees.
- Coordinated with sales team to establish goals, outreach and follow-up strategies that improved event metrics and ROI; tracked event metrics in relation to marketing and sales goals.
- Evaluated the effectiveness of all conferences and events from a budgetary perspective, tracked total event spend in relation to opportunities, leads and closed sales in Salesforce.
- Negotiated and booked all conference sponsorship, speaking and exhibition opportunities for the company.
- Maintained relationships with event vendors in multiple US cities, negotiated/signed all vendor contracts.
- Developed marketing strategy for events; identified goals, audience, marketing channels, media strategy.
- Created all marketing content and communications for events, built and sent custom emails via Pardot.

Administrative Assistant for Conferences – Public Affairs Council

May 2014 – October 2014

- Coordinated event logistics for 50+ in-house educational programs, managing speakers and panelists, preparing event materials, marketing emails, catering and A/V setup for each event.
- Managed all conference sponsorships; oversaw the bidding process for potential conference sponsors, evaluated potential sponsor bids and assigned sponsorship opportunities.
- Obtained payments and sponsorship materials from each sponsor, fulfilled all sponsors' promised benefits and incorporated them into conference marketing and event logistics.
- Managed the production of 40+ educational webinars using the ReadyTalk webinar system, coordinated webinar logistics between speakers and program managers.
- Oversaw marketing for all educational events and webinars in the Washington and Brussels offices.
- Processed event registrations, payments, sponsorships, etc. using two different CRM systems.

Director of Campus Life – UCF Student Government Association

July 2013 – May 2014

- Developed programming for Universal Knights, a 12,000-person event, coordinating over 150 volunteers through a 6-day ticket distribution process across 11 different regional campuses.
- Coordinated logistics for Light Up UCF, a two-night winter carnival for 6,000 students; negotiated with local businesses to offer free food and promotional items to event attendees.
- Directed the Division of Campus Life and oversaw the initiatives of the athletics & traditions, environmental sustainability, facilities & transportation and community outreach coordinators.
- Managed the promotional items budget, purchasing over \$40,000 in promotional items to promote UCF SGA to the university's 61,000 students.
- Managed three department budgets totaling \$281,000.

Mentor Writing Consultant – UCF University Writing Center

August 2012 – May 2014

- Tutored undergraduate, graduate and doctoral students to develop better writing practices.
- Continued ongoing self-education of writing tutor pedagogy, conducting educational research projects to further improve the quality of learning at the writing center.
- Promoted the writing center's services through social media and in-person marketing initiatives.

EDUCATION

Bachelor of Science – University of Central Florida

2010 – 2014

- Major in Political Science, Minor in Writing and Rhetoric, Honors in the Major Thesis