

EXPERIENCE

Senior Coordinator, Hospitality and Events – Salesforce

June 2017 – present

- Leverage Salesforce HQ's real estate and event space to plan and coordinate internal event activations and programs; most notably Salesforce Tower first-day-of-business openings, Dreamforce, TrailheadDX, etc.
- Collaborate with internal business partners to promote Salesforce values and branding through well-executed events and lobby activations; Office of Equality, Ohana Groups, .Org, Employee Success, IT, T&P.
- Set up partners for success by handling pre-, onsite, and post-event logistical support; work across multiple teams to coordinate logistics, including event setup/breakdown, AV, facilities, security, guest registration.
- Coordinate with caterers and other external vendors to create fun and creative guest experiences, while ensuring that they are maintaining Salesforce guidelines for building safety, security, and liability.
- Create event playbooks and logistical planning documents for the purpose of presentation and communication to internal business partners and leadership.
- Intake various event and meeting setups via Peopleforce case management.

Events Manager – Aristotle & PredictIt

October 2014 – May 2017

- Managed and executed all event marketing and event logistics for startup PredictIt.org, organized 75+ in-person and online events per year in multiple US cities, ranging in size from 10-800 attendees.
- Negotiated all of Aristotle's conference sponsorships, speaking and exhibition opportunities.
- Evaluated effectiveness of all conferences from a budgetary and sales perspective, tracked total conference spend in relation to opportunities, leads, and closed sales in Salesforce.
- Improved the company culture by planning staff events, team-building activities, company fun days, holiday parties, educational webinars and management trainings for executives.
- 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.

Conference Coordinator – Public Affairs Council

May 2014 – October 2014

- Coordinated event logistics for 50+ in-house educational programs, preparing event materials, marketing emails, event communications to attendees, 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.

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.

EDUCATION

Bachelor of Science – University of Central Florida

2010 – 2014

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