

Kelly Hickman

Project Manager, Event/Meeting Planner, Venue Manager, Hotel Sales

Tampa, FL - Email me on Indeed: [indeed.com/r/Kelly-Hickman/dad2660284a39387](https://www.indeed.com/r/Kelly-Hickman/dad2660284a39387)

WORK EXPERIENCE

Project Manager

University of South Florida (USF) - Tampa, FL - June 2013 to Present

The University of South Florida (USF) is a high-impact, global research university dedicated to student success. It is one of the largest public universities in the nation, and among the top 50 universities, public or private, for federal research expenditures. There are more than 47,000 students enrolled in the USF System.

Project Manager Responsibilities

- * Managed DCF's Pre-Service Curriculum Development project components including: project scope, goals, deliverables, resources, a 1 million dollar budget, timelines and meetings. Responsible for planning, executing, and evaluating these components to ensure quality control throughout the life of the project.
- * Supervised a team of 17 instructional designers, writers, and subject matter experts and an Administrative Assistant. Communicated expectations, deliverable updates and project schedules to team members as needed.
- * Acted as a liaison between stakeholders and team members including: DCF Contract and Project Managers, ACTION for Child Protection subject matter experts, the Chair of USF's Department of Mental Health Law and policy, the USF Project Director, the Lead Instructional Designer, the Advanced Systems Design (ASD) Contract Manager, instructional design and writing team members, statewide DCF and USF subject matter experts, and the video production and eLearning development teams.
- * Tracked project milestones and provided status reports to the DCF Contract and Project Managers, USF Department Chair and Project Director, and ASD Contract Manager on a weekly, monthly and quarterly basis.

Director of Catering

Tampa Marriott Westshore - Tampa, FL - February 2012 to June 2013

The Tampa Marriott Westshore is a full-service hotel with 13,000 square feet of meeting space and 310 guest rooms.

Director of Catering Responsibilities

- * Successfully led and supervised a Catering Sales Team with a focus on increasing food, beverage, meeting room and audio/visual revenues across various markets, while at the same time providing excellent and tailored customer service to all meeting planners and their guests.
- * Managed a 1.7 million dollar catering budget.
- * Served as Project Manager for the hotel's booking and revenue management software conversion. Successfully directed timelines, resources and deliverables, which resulted in an efficient, timely and accurate conversion.
- * Prepared and monitored revenue and expense reports.
- * Effectively coordinated banquet and meeting details with clients including: site visits, contract negotiation and execution, menu creation and pricing, room set-ups, audio/visual requirements, Banquet Event Orders, pre-conference meetings, on-site event management, and post convention Banquet Checks and revenue analysis.
- * Regularly served as the hotel's Manager on Duty.

President/Owner

Bamboo Kazoo Productions - Tampa, FL - August 2007 to February 2012

Bamboo Kazoo Productions provided the following services: project management, social media marketing, event management/consulting, graphic design, and video editing.

- * Served as Project Manager for the development of online courses offered to Hillsborough County case managers including Family Engagement, Family Team Conferencing and Targeted Case Management.
- * Designed and created an Employee Handbook which included the organization's culture, employee rights, employment laws, and company policies and procedures. Created and launched a corresponding e-learning module that tracked compliance. Updated the document as needed.
- * Associate Producer of the PBS broadcasted documentary film "Ten at the Top in Tampa Bay"
- * Worked closely with clients to create individualized, effective and engaging social media marketing strategies and campaigns.
- * Provided venue management and event consultation with an emphasis on customer service and process improvement.
- * Designed layouts and wrote copy for publications, websites, and training curriculum.
- * Video editing services included: post production for local non-profit PSAs, testimonials, and trainings; montages; and 8mm film conversions.

Director of Catering

Embassy Suites University of South Florida - Tampa, FL - April 2006 to August 2007

The Embassy Suites USF is a full-service hotel with 14,000 square feet of meeting space and 247 guest rooms.

Director of Catering Responsibilities

- * Managed a 3.5 million dollar catering budget.
- * Other responsibilities are equivalent to those listed under Tampa Marriott Westshore.

Director of Catering

Crowne Plaza Tampa East (Currently the Sheraton Tampa East) - Tampa, FL - June 2005 to April 2006

The Crowne Plaza Tampa East was a full-service hotel with 30,000 square feet of meeting space and 269 guest rooms.

Director of Catering Responsibilities

- * Increased hotel catering revenues by 30% over the previous year.
- * Other responsibilities are equivalent to those listed under Tampa Marriott Westshore.

Director, Arena Operations

Sun Dome, Inc - Tampa, FL - 2003 to 2005

The Sun Dome is a multipurpose arena located at USF. The arena hosts more than 150 musical, sporting, religious, political, trade-show, and high school graduation events annually and is home to USF's Commencement ceremonies, the USF men's and women's basketball and women's volleyball teams.

- * Successfully directed an 11,000 seat multipurpose arena with a combined 1.5 million dollar event and facility operating budget, and was responsible for all event bookings, cost projections, and event settlements.
- * Led and supervised a team of 12 full-time and 300+ part-time event and facility staff in the following departments: event services, marketing/advertising, ticketing, production, housekeeping, and facility maintenance/HVAC.
- * Executed all Sun Dome arena event and facility contracts, including maintenance, ticketing, marketing/advertising, merchandise and concessions.

* Effectively managed the fiscal and logistical aspects of the Sun Dome arena with the competing needs of the university administration, USF students, the athletic department, and community interests.

Director, Event Operations

Sun Dome, Inc - Tampa, FL - 2002 to 2003

*Was responsible for all aspects of event management including: bookings, cost projections, contract negotiations, customer deposits, coordinating multiple facility schedules, planning and logistics, Event Team management and event settlements.

* Oversaw a variety of non-arena event operations held at outdoor USF locations including the Red McEwen Baseball Complex, the Varsity Softball field, the Track and Soccer Stadium, the Varsity Tennis Courts, and the USF Research Park.

Assistant Director, Event Operations

Sun Dome, Inc - Tampa, FL - 2000 to 2002

*Supervised all event-related department managers including: production, ticketing and event services.

* Prepared and executed event cost estimates, settlements and Profit and Loss reports for each event.

Event Services Manager

Sun Dome, Inc - 1996 to 2000

*Effectively planned, serviced and supervised a variety of athletic, recreational, and entertainment-related events.

* Supervised/managed training, scheduling and payroll for the Event Coordinator, Event Leads, and Event Staff within the guest services, security, parking, police and medical departments.

Box Office Supervisor

Sun Dome, Inc - Tampa, FL - 1994 to 1996

*Supervised/managed training, scheduling and payroll for two Box Office Student Assistants and 12 staff.

* Oversaw all aspects of client and customer ticketing services including: event creation, pre-sales, on-sales, group sales, daily and event reports and deposits, credit card transactions, will call, ticket seller banks and reconciliation of sales, advance and walk-up ticket sales, and event ticketing settlements.

Box Office Student Assistant

Sun Dome, Inc - Tampa, FL - 1992 to 1994

* Proficiently operated the Ticketmaster ticketing system, including event and report creation.

* Supervised training, scheduling and payroll for 12 ticket sellers.

* Assisted with the preparation of Box Office event will call, deposits and settlements.

* Was responsible for daily ticket sales, phone calls and general customer service.

EDUCATION

Bachelor of Science in Business Management

University of South Florida

SKILLS

Project Management, Event/Meeting Planning, Venue Management, Hotel Sales

AWARDS

Sun Dome, Inc. three-time Employee of the Month Recipient

University of South Florida Dean's List of Scholars and Golden Key National Honor Society Member

GROUPS

American Cancer Society Relay for Life Logistics Committee Chair, Team Co-Chair, and participant

Hillsborough County Schools Great American Teach-In Volunteer

Mayor's Alliance for Persons with Disabilities, Secretary, 1996-2000

Tampa Connection Graduate, Class of 2000

ADDITIONAL INFORMATION

Computer Proficiency

*Mac and PC operating systems

*Microsoft Office Suite (Including Word, Excel, PowerPoint, Outlook, Publisher and Access)

*Apple iWork Suite (Including Pages, Keynote and Numbers)

*Final Cut Pro Editing Suite (Including Final Cut Pro, LiveType, Motion, and Soundtrack Pro)

*Adobe Photoshop Elements

*Netsmart Learning Management System (LMS)

*Ticketmaster (Concert and Special Event Ticketing Software)

*Delphi, NGS, and CI/TY (Hotel Sales and Catering Software)

*Social Media Tools: Twitter, Facebook, YouTube, LinkedIn, Foursquare, WordPress, Flickr, Google (Alerts, Analytics, etc.) and QR/DataMatrix Codes