

KATIE IVORY

3 Washington Square Village
New York, NY 10012

kivory11@gmail.com
Ph. (610) 348-3289

[LinkedIn](#)
[KatieIvory.com](#)

EXPERIENCE

EVENT SPECIALISTS OF NEW ORLEANS, *Event Coordinator - New Orleans, LA* 2014

- Coordinate logistics for conventions, trade shows, banquets, non-profits, private parties and sports events
- Develop and execute major aspects of meeting management including site selection, creating marketing materials, monitoring registration processes, recruiting event staff and providing on-site supervision for events hosting up to 2500 patrons
- Worked alongside producers at Magnetic Productions under challenging time constraints to seamlessly incorporate last-minute request by production crew to film company's event, The Louisiana Seafood Cook-Off, for The Food Network's TV series, "The Best of the Fest"
- Delegate to a staff of more than 20 to successfully run an interactive football "training" program developed by the Archie Manning family, as a part of a 1000+ person event held in the Louisiana Superdome
- Manage housing and travel requests within a conservative budget, for in-house staff and company partners

SWAP BOUTIQUE, *Expansion Manager - New Orleans, LA* 2011–2014
Sales Associate 2010–2011

- Pivotal role in company launch, success and expansion of four additional store locations for designer clothing consignment chain, voted #1 Consignment Store by Gambit's Best of New Orleans in 2011-2013
- Purchased 500+ pieces of new inventory per week by utilizing market research to determine retail cost, estimated buyer premium and maximum resale price
- Negotiated commission payouts as consignment buyer and increased inventory volume through loyalty programs designed to incentivize customers to consign
- Managed consignment appointment calendar and acted as point person for daily customer communications regarding all consignment inventory selection
- Organized and executed promotional events to increase sales totals and boost brand awareness in the community for new locations
- Created employee training manuals to document and streamline best business operating practices, including inventory management and quality control regulation
- Expanded social media presence on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#), and [Yelp](#), developed following of more than 5000 people in two years
- Advertised high-value merchandise on social media outlets and utilized telesales techniques to increase inventory turnover and store revenue by 20% between 2013 and 2014
- Conceptualized and implemented "wish list" system to build personalized customer relationships, increase customer loyalty, and maximize revenue potential on luxury items

FREELANCE EXPERIENCE

ALLIEDPRA, *Convention Services Assistant - New Orleans, LA* 2014, ONGOING

- Served as liaison between nationally recognized Destination Management Company and conference attendees and acted as knowledgeable resource about local culture and tourism
- Supervised transportation between hotel and convention center events for up to 200 attendees

EDUCATION

TULANE UNIVERSITY, FOUNDERS SCHOLAR
BACHELOR OF ARTS, POLITICAL SCIENCE

NEW ORLEANS, LA
2011