
EDUCATION

Michigan State University, East Lansing, MI

Bachelor of Arts in Communication and Public Relations, September 2010 – December 2013

- Undergraduate Communication Association (UCA), *Student Member*
- Study Abroad Ambassador Program, *Student Member, May 2013 – December 2013*
- Michigan State University Alumni Council, *Chicago Spartan Member*

John Cabot University, Rome, Italy

Study Abroad Program, January 2013 – May 2013

International Relations, *Italian Language, History and Society*

EMPLOYMENT EXPERIENCE

Chapman and Cutler LLP, Chicago, IL

Market Research Consultant, April 2016 – Present

- Conduct market research on significant industry trends, obstacles and market growth within the finance law sector, specifically the FinTech space
- Formulated a FinTech briefing report on the current marketplace overview, main investors/players, competitive intel, market research and data analysis of key FinTech reports (KPMG, CB Insights, Citigroup, PwC, BNY Mellon and Business Insider), and identify significant publications, conferences and media exposure within the financial technology space, spearheading the initial development of Chapman's FinTech practice group
- Conduct/organized various meetings and events, including: World Business Chicago Chicago Anchors for a Strong Economy (CASE) meeting, CLE Marathon, Public Interest Law Initiative (PILI) event organization, attorney alumni event and attorney practice group conference organization/logistics
- Utilization of PowerPoint, Excel, WebEx, LexisNexis, Document Management System (DMS), and various CRM tools.

Tagkast, Chicago, IL

Event Activation Manager, July 2015 – October 2015

- Manage client relations including scheduling and conducting kick-off meetings, finalizing campaign aesthetics and creating detailed post-event summaries based on predetermined goals
- Conceptualize activation plans, write press releases and manage social media applications to align with client ROI goals and promote future event activations
- Budget staff, travel and general expenses for all events in order to achieve a 75% or higher GPM

Marcus Evans, Chicago, IL

Independent Conference Producer – North American Legal Division, January 2015 – July 2015

Conference Producer, Energy Sector, October 2014 – January 2015

Associate Conference Producer, January 2014 – October 2014

- Manage 3-4 conferences simultaneously from topic generation, research, agenda content, speaker acquisition, development and evaluation, to the final delivery and presentation of the conference on-site, serving as a liaison for all programs and communication between speakers and delegates in attendance
- Conduct market research as well as cold-call research with 40+ executive-level professionals to gain insight into industry obstacles and topics of interest, using that market intel to write a three day, 16+ speakers, 20 session conference agenda outlining key themes that surfaced while in the research phase
- Coordinate a briefing report presentation with the sales, marketing and sponsorship teams to manage conference's overall revenue while ensuring ROI and future market growth
- Develop and maintain strong client relationships with C-level executives, providing business and networking opportunities across professions while gaining further insight on industry obstacles and areas for potential growth
- Write and distribute press releases to various media partners while maintaining sole responsibility of each conference's social media outlets to guarantee successful campaigns
- Generate and present two unique concept development/topic generation papers monthly to ensure consistent sector growth and expansion of market share
- Produced the top three highest grossing revenue conferences, increasing conference sales by 120%+, ranked in top two of overall productivity out of 25 active conference producers, and was named *Producer of the Quarter* in recognition of continuous early cycle completion (21/25 days), consistent favorable conference testimonials and overall conference rating of 4.6/5.0.