

BRANDRESUMES CLIENT, CTSM – DIAMOND LEVEL

XXX – XXX – XXXX

XXX@gmail.com

in/linkedin

CORPORATE EVENTS PROFESSIONAL | CERTIFIED TRADE SHOW MARKETER (CTSM)

DIAMOND LEVEL CERTIFIED – ATTAINED BY ONLY 1% OF ALL TRADE SHOW AND EVENT MARKETERS

Detail-oriented, skillful communicator with a **passionate team-first approach to creating exceptional Trade Show and Event experiences**. Almost **20 years of experience** in successfully leading talent and managing all facets of trade show and event planning. A **thought-leader and educator** in the Events space with superior customer service skills and a gift for understanding the needs of **C-Suite and Executive clients**.

AREAS OF EXPERTISE

- Strategic Planning
- CRM and Lead Management
- Budget Management
- Event Logistics/Site Selection
- Integrated Market Strategy
- Talent Management
- Contract Negotiations
- Scheduling

PROFESSIONAL EXPERIENCE

MANAGER, CORPORATE EVENTS | FUJIFILM MEDICAL SYSTEMS USA, STAMFORD, CT

2000 – PRESENT

*Effectively managed high quality events for a diverse set of customers and event types. Multiple winner of **Excellence in Corporate Support Award** (2006, 2011, 2014, and 2016) given for exemplary contribution to the sales organization*

- ♦ **Strategize, plan, and execute 40+ annual trade show events** including the largest radiology (Radiological Society of North America) and Healthcare IT (Healthcare Information and Management Systems Society) conferences in the world
- ♦ Define and track **marketing budget of over \$4M to raise brand awareness** and promote company products and services to target audience, to **increase company ROI**
- ♦ **Negotiate** up to 5 contracts per event, **navigating complex and varied contract types** including trade shows, hotels, conference centers, and various suppliers
- ♦ Manage **event budgets between \$50K and \$600K** which includes accounting for all aspects of an event – dates, duration, location, etc. – and **develop budget to negotiate with clients**
- ♦ Hire, train, and **effectively manage up to 8 staff members** to ensure their performance aligns with the **stellar reputation** of service provided during sponsored events
- ♦ Spearhead **event communications and promotion** through coordinating email campaigns delivered to attendees to **ensure effective messaging that aligns with the Integrated Marketing campaign vision**
- ♦ Remain current on exhibit marketing trends to improve performance through **conducting market research and evaluating competitor** exhibits
- ♦ Catalog event leads, monitor and coordinate follow-up initiatives, and **generate new leads** in order to **attract new customers**

ADVISORY BOARD MEMBER/FACULTY | EXHIBITOR MAGAZINE, ROCHESTER, MN

2012 – 2013

- ♦ Created and enhanced content for the magazine through **reviewing articles** through a professional lens, **contributing story ideas**, and **writing book reviews**
- ♦ **Designed and facilitated** corporate event planning course titled *Just Ask: Achieving Corporate Event Objectives Through Negotiation in the New Economy*
- ♦ Served as **an Industry All-Star and Corporate Event Awards Judge** from 2011-2018

EDUCATION

NORTHERN ILLINOIS UNIVERSITY OUTREACH

2013

CERTIFIED TRADE SHOW MARKETER (CTSM) CERTIFICATION – DIAMOND LEVEL

NEW YORK UNIVERSITY

1985

MASTERS OF ARTS (MA) IN CINEMA STUDIES

TEMPLE UNIVERSITY

1981

BACHELOR OF ARTS (BA) IN RADIO, TELEVISION, FILM