

PROFILE

Creative and analytical professional with strong attention to detail, extensive experience in event coordination and project management. Collaborative communicator continually focused on building relationships and promoting synergy across business lines.

AREAS OF EXPERTISE

- Event Management
- Event Strategy
- Project Management
- Staff Leadership & Training
- Budget Management
- Strategic Planning
- Graphic Design
- Vendor and Customer Relations
- Contract Negotiation
- Event Marketing
- Process Improvement
- Strong Communication Skills

EDUCATION

Bachelor of Arts, Psychology

Union Institute & University

Cincinnati, OH

SPECIAL SKILLS

- Adobe Photoshop
- Adobe InDesign
- Adobe Acrobat DC
- Adobe Muse
- Adobe XD
- Microsoft Office Suite

PROFESSIONAL EXPERIENCE

Regional Special Events Manager

2014 to 2020

Macy's Inc., Houston, TX

Led a team of coordinators and oversaw events to increase brand recognition, sales, and revenue growth for Macy's Inc. South region including Texas, Oklahoma, and Louisiana and supported colleagues in our Los Angeles and Miami offices.

- Spearheaded all multicultural events for the South and Southwest regions, developing new concepts, working with cross-functional teams, and negotiating with vendors and talent, to create engaging local events that aligned with national strategies.
- **Key Achievement:** Successfully planned and executed more than 300 events, generating \$13.7M in sales.
- **Key Achievement:** Planned and executed region's Super Bowl events, including 3 celebrity appearances generating \$330K in sales over two days.

Regional Special Events Manager

2011 to 2014

Macy's Inc., Los Angeles, CA

Spearheaded strategy for Men's and Multicultural events held in the Southwest and South-Central regions, collaborating with market leads to ensure consistency in event messaging and content.

- Developed and maintained relationships with non-profit and community organizations to positively promote and market events, enhance awareness, and improve attendance.
- **Key Achievement:** Planned and executed 1,500-person afterparty for Macy's Passport Presents Glamorama; overseeing catering, decor, facilities, and the \$180K budget garnering recognition as a top Southern California Event by BizBash Magazine 2 years in a row.
- **Key Achievement:** Successfully planned and executed 68 events, generating \$10.0M in sales.
- **Key Achievement:** Tapped to relocate to South Central region to restart the special events team in the Houston office.

PROFESSIONAL EXPERIENCE, CONTINUED

Regional Special Events Coordinator

2009 to 2011

Macy's Inc., Los Angeles, CA

Planned and executed special events including celebrity appearances, fashion events, beauty events, multicultural celebrations, and cooking demonstrations. Effectively marketed events to increase awareness and raise the visibility of Macy's Inc. within the community. Oversaw all Men's events for Southwest region.

- **Key Achievement:** Successfully planned and executed 45 events, generating \$6.3M in sales.
- **Key Achievement:** Promoted from Regional Special Events Coordinator to Regional Special Events Manager.

Community Relations Coordinator

2007 to 2009

Macy's West, Inc., San Francisco, CA

Worked with cross-functional teams to facilitate and promote employee philanthropic and volunteerism efforts. Developed campaign collateral and provided training and ongoing communications to ensure associate participation across all 263 locations. Interacted with company leadership to provide campaign updates and recaps.

- **Key Achievement:** Managed volunteerism program resulting in 395.2K hours valued at \$7.4M.
- **Key Achievement:** Administered community giving campaign resulting in \$7.5M for local charities.