

OBJECTIVE

Pursuing future career opportunities in management, marketing and event planning in the entertainment, hospitality, and sports industries.

EDUCATION

California State University Fullerton, Mihaylo College of Business and Economics

Bachelor of Arts Degree: Business Administration- Entertainment & Tourism **Graduation Date:** Spring 2013

EMPLOYMENT OVERVIEW

Freelance Event Producer

April 2017 - Present

Orange County & Los Angeles County, California

- *iHeart Media Music Festival – September 2018*
- *Sahara 26th Annual Gala – September 2018*
- *Pacific Life Educational Seminar – September 2018*
- *Aston Martin – Monterey Car Week & Concours d'Elegance – August 2018*
- *Women About Town Meet The Diamond Concierge Event – March 2018*
- *Macy's & American Heart Association Go Red Fashion Show - February 2018*
- *The Wedding of Amit & Manali Sakhrani – January 2018 ([VIDEO LINK](#))*
- *Diamond Club West Coast Holiday Party – December 2017*
- *Beyond Ultimate Open House – August 2017 ([VIDEO LINK](#))*
- *MorphoTrak Annual Conference – June 2017*
- *Jesenia Vega's 40th Birthday Bash – April 2017 ([PHOTO LINK](#))*

Cydcor LLC

June 2014 - June 2017

Agoura Hills, California

Event Manager

- Manage and plan all corporate office visits, campaign and yearly meetings and in-house events
- Build and maintain portfolios of event properties, sponsors, vendors and hotel contacts
- Vendor management for events to include keynote speakers, entertainment, transportation, translation services and materials and collateral
- Content development, strategy, and creative aspects of production through collaboration with production and marketing teams.
- Communication of event updates with stakeholders and the salesforce for up-to-date requests and changes to programs
- Organization of event agendas, and logistics to include: audio visual needs, meeting space counts, food and beverage and accommodations
- Lead brainstorming and creation sessions with team members and stakeholders for event innovation and development
- Budget line item creation and management, sponsorships and cost savings development to hit yearly EBIDA goals
- Research, contract and negotiate with venues and hotels for conference/meeting locations
- Collaboration with in-house marketing teams to provide event information, event branding, social media and marketing
- Personalized field support through relationship building with sales forces and clients
- Onsite event management: to include monitoring of audio visual needs, food and beverage and material needs, onsite rooming issues, reservation and registration management, event preparation and monitoring of agendas and timing.
- Lead automation of current event systems and processes, event logistic tracking for cost, negotiation, attendance and content analytics

iHeart Media, Inc January 2016 – June 2017
Los Angeles, California
Freelance Event Coordinator

- Manage event logistics and operations throughout on-site execution
- Represent stations on-site at promotional appearances/events in the execution of station-driven and client-based promotions
- Coordinated with talent management to execute artist's schedule on-site
- Manage guest lists from contest winners, record label, venue management, artist management teams, etc.

K.R. Gems & Diamonds Intl. April 2009 – June 2014
Los Angeles, California
Special Events and Marketing Manager

- Manage and assist onsite event team with logistics, design, and marketing content exhibited at the annual J.C.K. Las Vegas Jewelry Convention
- Wholesale to Public and Retail Bodies
- Analyze and forecast the changing trends in the industry
- Brand development of company's emerging jewelry lines

Women's Jewelry Association June 2013 – August 2014
Los Angeles, California
Event Coordinator

- Set up measurement processes to determine success of events
- Develop and update branding elements and event collateral to increase memberships
- Manage logistics, including venue set-up and breakdown, registration, attendee tracking, and post event evaluations
- Oversee vendor relationships and manage procurement of event materials, equipment, transportation, and catering
- Contract management
- Manage costs and budgets to plan

Yashli Creations January 2009 – August 2014
Walnut, California
Event & Marketing Coordinator

- Plan, schedule, and organize jewelry shows and exhibits
- Aggressively market upcoming shows, events, and special promotions
- Carefully select and maintain inventory for company to keep on hand
- Create and manage budgets

REFERENCES

JESSICA ROSSANO

Senior Manager of Field Recruiting and Event at Cydcor LLC
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KIM BUENO

Event Manager at iHeart Radio
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KALPESH JHAVERI

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FIONA COHEN

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DR. ELLEN KIM

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KEY SKILLS

- Ability to work and maintain grace under pressure
- Multi-tasking
- Meeting deadlines
- Budget responsibility
- Research and development
- Organization and follow through
- Exceptional relationship management with clients, vendors, and team members
- Integral work by doing what is right, not what is easy
- Development of myself and my team
- Collaborative brainstorming to get all brains in the game
- Execution
- Open communication and candid discussions
- Change and innovation to seek ways to improve today and create new opportunities for tomorrow

