

SAMPLE RESUME

PROFESSIONAL SUMMARY

- Highly professional, creative, and detail-oriented planner and project manager of high-impact, high-profile events.
- Budget oversight and cost-effective management. Outstanding strategic, logistical, and contingency planning. Proven ability as a creative problem-solver.
- Exceptional interpersonal skills and relationship building, including extensive contact with media, outside agencies, and vendors.
- Effective supervisor with ability to recruit, train, and motivate event volunteers and personnel.
- Extensive production design experience, including lighting design, setup and breakdown.
- Graphic design and copy writing of media materials, marketing collateral, and event correspondence including invitations.
- Technology: MS Office, Adobe Photoshop/Acrobat, Lotus SmartSuite, Raisers Edge, Quicken, Windows XP/2005, Windows Vista, Mac.

HISTORY

Freelance Event Planner

1998 - Present

Event Producer/Project Manager

Provide management and oversight of all aspects of high-profile events from conceptualization through execution.

- Secure corporate sponsorship and donors. Manage vendor relationships.
- Select and secure event venue. Obtain necessary permits. Work closely with house managers, public officials, and outside agencies as necessary.
- Set event dates. Establish ticket pricing. Supervise event staff.
- Responsible for acquisition of talent. Negotiate contracts with performers, venue, vendors, and other entities.
- Write press releases and secure media coverage. Oversee creation of promotional materials.

Select Engagements Include:

This Event

Aug 2007, 2008

Event producer for annual river trip and after-party. Ticket sales exceeded 300 attendees. Generated more than \$25,000 in revenue. Managed budget and staff of 12.

- Corporate sponsorships exceeded \$4500 for 2007 and \$7000 in 2008.
- Net profit of event was \$3,500 (35% profit margin)
- Memorable summer event received outstanding reviews for creativity, originality, and management.

That Event

March 2008

Event producer for fundraiser for the Pike County Humane Society. Coordinated silent auction including acquisition of more than 60 donated items. Hired 3 DJs for event and negotiated contracts. Maintained positive relations with donors.

- Increased animal shelter's visibility through displays and signage.
- Net profit of event was more than \$6500 making it the organization's most successful fundraiser on record.
- Invited to join shelter's board of directors as an associate member.

Another Event

2000 - 2005

Logistics coordinator for community-based, nonprofit independent film festival. Provided full lifecycle project management for annual festival. Produced major fundraisers, art auction, and opening night gala. Administered budget of \$20K. Trained and supervised event volunteers (110 per event).

- Leveraged negotiation skills to procure either discounts on or donations of all outsourced services, supplies, and equipment.
- Executed networking and visibility campaign to increase volunteer participation from 55 to 127.
- Created, planned, and executed the first annual “Midnight Madness Party” and VIP appreciation event for actors, producers, directors, corporate sponsors, gold-pass holders, and volunteers.
- Behind-the-scenes management, problem-solving, and execution of contingency plans.

Company ABC

July 2001, 2002, 2003

Part-time event planner (contract position) for private cosmetic and restorative dental practice with annual revenues of \$2 million. Coordination of all aspects of annual open house to introduce patients to new innovations in dental industry. Designed all print media, supervised staff, and hired caterer as well as other support staff.

- Exceeded attendance goals for all events (195+ in attendance). Increased response rate on direct mail campaign by more than 500%.
- Created effective patient survey to provide practice with valuable information to ease patient concerns on various procedures.
- Event resulted in 11% increase in patient base for dental practice.

Foundation XYZ

1999 - 2000

Senior Development Coordinator

Assisted in management of wide range of high-profile events. Directed volunteer program, including recruitment, placement, training, motivation, and supervision of all donor event staff.

- Increased foundation’s visibility through strategic management of media and donor relations. Secured print and television coverage resulting in capacity-crowd attendance at events.
- Black-tie dinner/dance event raised a record \$65K as a result of concentrated promotional efforts.
- Assistant coordinator and host for executive golf tournament, dinner/dance, and silent auction raising \$100K in ticket sales.
- Expanded foundation’s exposure and profits through a variety of community festivals and concerts. Events made five-figure profits.

This and That Company

1996 - 1998

Marketing Assistant/Intern

Assisted marketing manager in all aspects of on-site promotional events. Maintained contact database. Designed and distributed marketing collateral. Coordinated amusements/family attractions. Participated in event setup and breakdown. Promoted celebrity appearance resulting in highest attendance at any CPI event.

EDUCATION

American University—Washington, D.C.

Bachelor of Arts—Public Communications, 1998