
OLIVIA B. ANDERSON

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CAREER TARGET: CORPORATE MEETING & EVENT PLANNING

- **Proven Ability to Plan, Coordinate, and Oversee the Execution of Meetings, Events, and Conferences** ▪
- **More than Four Years' Experience with Marsh & McLennan, the World's Largest Insurance Broker** ▪
- **Refined Interpersonal Skills with Experience Working with Corporate Agents and Event Planners** ▪

Detail-oriented and service-driven with an accomplished career in the areas of new business development, sales and marketing, project management, and event, meeting, conference, and trade show planning. Broad-based experience spans the financial / insurance services, travel and tourism, hospitality, publishing, and legal industries with such leading organizations as *Marsh & McLennan*, *Hertz*, *Amtrak*, *Newsweek*, and *The Thomson Corporation*. Highly effective team leader and individual contributor who manages projects from concept through strategic planning, implementation, and review. Articulate, persuasive communicator with meticulous attention-to-detail and organizational skills. Working knowledge of French; conversational in Romanian. Willing to relocate and travel. *Additional capabilities include:*

**Operating & Event Budget Administration | Marketing Communications
Client Retention | Presentation Facilitation | Contract Negotiations | Market Research**

PROFESSIONAL EXPERIENCE

ABBOTT & FISCHER, *Jabot Staffing*, New York, New York
Executive Receptionist (2003-Present)

Serve as the initial point of contact for visitors to a floor of more than 100 executive and professional staff, greet guests in a timely and courteous manner, field inquiries, and route incoming phone lines. Provide conference and building services assistance by guiding associates through the conference and meeting room reservation process. Review and reserve space, participate in logistics coordination, and troubleshoot unexpected issues.

- Offer administrative support to the Risk Management group while ensuring meticulous attention to detail.
- Provided Building Services support, assisting in the resolution of issues impacting daily operations.
- Stepped in to assist numerous managers and executives with the coordination of meetings.

FORRESTER PROJECT MANAGEMENT, New York, New York
Business Development Consultant (1992-Present)

Provide expert counsel to leading organizations in the conceptualization, development, production, and repositioning of publications and marketing programs. Researched, authored, and presented concepts for two consumer magazines and a healthcare directory.

- Partnered with key clients such as *American Express Custom Publishing*, *Art & Auction*, and *Sesame Street Parents Magazine*, to conceptualize and develop strategic, new marketing programs and publications.
- Repositioned a 62-year old travel directory for *Fairchild Books & Visuals*, involving collaborating with publisher's resources and staff, to identify and enhance content based on market demands.
- Provided strategic counsel to *Newsweek International* in the development of a proposal to launch a new conference and seminar group.
- Wrote original copy and collaborated on the design of promotional brochures for *United Nations Publications*.

NEWS PUBLICATION WEEKLY, New York, New York
Sales / Business Development Manager (1998-1999)

Evaluated marketing, advertising, and promotional programs to gain in-depth understanding of each client's target market, communication strategies, and branding initiatives.

- Secured new and increased existing advertising revenues by designing and presenting value-added marketing programs to *Fortune 500* accounts including *IBM*, *MassMutual*, *Cigna*, *GE Financial Assurance*, *VISA*, and *Chase*.
- Initiated program alliances with such partners as the *Mayo Clinic*, *American Red Cross*, *UNICEF*, and the *Conference Board*, and leveraged relationships to promote targeted incentive programs for key advertisers.

MORONI PUBLICATIONS, *A Division of Taylor International*, New York, New York
Director Marketing & Sales (1995-1996)

Defined and executed sales and marketing plans to drive P&L results and market growth for diverse lines including higher education, B2B, and electronic publications.

- Marketed more than 80 textbooks within the higher education line, in addition to new B2B publications including *Supermarket News' Retailers & Wholesalers Directory* and *Fairchild's Travel Industry Personnel Directory*.
- Managed a \$150,000 marketing budget, oversaw a 10-person staff, communicated performance expectations, and coached team to ensure the achievement of metrics.

BALDWIN-BARDWELL MEDIA, Philadelphia, Pennsylvania
Vice President Marketing (1992-1995)

Directed product marketing for a leading legal publisher with 24 publications including 2 newspapers, *The Legal Intelligencer* and *Pennsylvania Law Weekly*, and several additional directories and reference books. Responsible for managing a \$250,000 annual marketing budget and a 4-person team.

- Outlined short and long-term objectives, coauthored the organization's business plan, and developed marketing strategies to increase paid circulation, build brand equity, and launch new products.
- Increased renewal subscriptions by 20% upon creating and implementing an automatic renewal program, and managing an in-house telemarketing campaign.
- Developed and implemented a highly successful program providing fax-on-demand service for attorneys.
- Instrumental in repositioning *Pennsylvania Law Weekly*, the state's premier legal weekly newspaper.

THE FENMORE CORPORATION, New York, New York
Vice President, New Product Development, Fenmore Transport Press (1987-1991)

Drove substantial gains in new business upon launching the division's first new product group. Grew market share through the development of several newsletters and directories including *The Pocket List of Railroad Officials/International Edition*, *Computers in Trade and Transport*, *The Official Guide to the Transportation of Hazardous Materials*, and *The Middleman Directory*.

- Launched a very profitable exhibit management group, and a list rental / direct mail marketing service.
- Promoted to play an integral role in the conceptualization and development of journals, handbooks, newsletters, and electronic products for the engineering and manufacturing publication line.
- Conceived, researched, and authored proposal for *Best Practices in Competitive Manufacturing*.

Additional Experience:

THE DYNAMO CORPORATION, New York, New York – *Airline Sales & Marketing Manager*

- Bolstered airline market share and revenue to \$60M annually, through development of marketing strategies and exclusive contracts to increase rental revenue from U.S. airline reservation offices.
- Created and implemented aggressive sales promotions, incentives, and rewards to engage target audience, and led contract negotiations to optimize performance and commission structures.

RAILWAY, New York, New York – *Tour Sales Development Specialist*

- Grew the Eastern region's tour program to rank as the company's highest revenue-producing territory, in part through ongoing competitive and consumer analysis and refinement of promotional strategies.
- Designed new tours to increase ridership on struggling routes, facilitated training seminars for agents, and deployed support tools throughout internal and external sales teams.

EDUCATION

MICHIGAN STATE UNIVERSITY, East Lansing, Michigan
Bachelor of Arts in English / Education