

ANDREA MILLIGAN

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Miami, FL 55555

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- * Outstanding ability to plan and execute large-scale promotions, projects and special events *
- * Directed numerous projects across the community for both corporations and non-profit entities *
- * Collaborated with executive management and operational teams to ensure events exceed expectations *

Highly accomplished and dynamic professional with more than 10 years of comprehensive experience in all aspects of event and program planning, development and management. Expertise in coordinating and directing multi-faceted events with hundreds of exhibitors and corporate sponsors. Proven ability to establish and maintain strategic relationships with key community leaders, corporate partners, vendors, suppliers, exhibitors and internal associates to ensure events exceed revenue and brand identity objectives. Possess broad-based management skills with strong planning, communication, organizational and decision-making skills. Strengths also include:

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| <input type="checkbox"/> Corporate Sponsorships | <input type="checkbox"/> Exhibitor/Vendor Relations | <input type="checkbox"/> Fundraising Campaigns |
| <input type="checkbox"/> Community Outreach | <input type="checkbox"/> Contract Negotiations | <input type="checkbox"/> Budget Administration |
| <input type="checkbox"/> Strategic Partnerships | <input type="checkbox"/> Volunteer Supervision | <input type="checkbox"/> Project Management |
| <input type="checkbox"/> Tactical Campaigns | <input type="checkbox"/> Event Management | <input type="checkbox"/> Talent Management |
| <input type="checkbox"/> Strategic Planning | <input type="checkbox"/> Grant Procurement | <input type="checkbox"/> Event Evaluation |

CORE COMPETENCIES

MEETING / EVENTS PLANNING

- Successfully coordinated two major annual shows, the Southern Florida Home & Garden Show with more than 1100,000 attendees and 470 exhibitors and the Miami News Sports, Vacation & Boat Show, a consumer show with more than 73,000 guests and 350 exhibitors.
- Organized *The News'* Regional Spelling Bee and Scholar-Athlete Banquet; coordinated all aspects of both events, including site negotiations and management, catering, budgeting and school relations.
- Collaborated with a variety of vendors, artists and contract suppliers to provide services, support and products for numerous events such as the New Year's Eve Downtown Celebration.

PROMOTIONAL MARKETING

- Executed countless cross-functional promotions, working in conjunction with the Advertising and Circulation departments at the Miami News to ensure the success of stand-alone or convergence promotional packages for clients such as the Dade County Zoo, Latin American Festival and Holiday Extravaganza.
- Increased participation and financial contributions by 13% for events such as the Christmas Day Race, Memorial Golf Outing, Mini Grand Prix, Black Tie Ball, Miami Auto Show and Cruise-In events.
- Developed solicitation and cultivation strategies to increase the number and amount of annual and major gifts from corporate sponsors while working in a fundraising capacity at Community Outreach Group.

PUBLIC RELATIONS

- Served as a liaison between the event managers and the exhibitors to provide an enhanced level of customer service, outreach, and communications regarding logistical matters, including pre-event and post-event needs.
- Recognized for ability to build enduring relationships with exhibitors; took the time to get to know each exhibitors' business objectives to develop strategies and help them meet their unique needs.
- Corresponded with local and regional media to provide opportunities for educational articles.

PROJECT MANAGEMENT

- Ensured cost-effective design, management, and logistics connected with production of large- and small-scale events by contracting and developing relationships with talent, vendors, event-site teams and suppliers.
- Managed budgets in excess of \$1 million; continually identified creative ways to accomplish multi-faceted event requirements while staying within rigid time and budgetary constraints.

EMPLOYMENT HISTORY

MIAMI NEWS, Miami, FL

Event and Promotions Specialist (2001-Present)

Exhibitor Relations Coordinator (1999-2000)

COMMUNITY OUTRACH GROUP, Miami, FL

Development Officer / Special Events (2000-2001)

ARTHRITIS FOUNDATION, SOUTHERN FLORIDA CHAPTER, Miami, FL

Director of Development and Special Events (1998-1999)

FLORIDA CASUALTY INSURANCE COMPANY, Miami, FL

Office Claims Representative / Claims Clerk (1996-1998)

MIAMI BANQUET HALL, Miami, FL

Marketing and Catering Director (1991-1994)

FGJK, INC., Miami, FL

Account and Project Coordinator / Office Manager (1983-1989)

ACADEMIC BACKGROUND

BA in Cross-Disciplinary Studies: Business and Gerontology, 1995

LOCAL UNIVERSITY, Miami, FL

COMPUTER SKILLS

Microsoft Word, Excel, Access, Outlook and PowerPoint; Visio; Adobe PageMaker, PhotoShop and Illustrator

COMMUNITY INVOLVEMENT

Furniture Bank – Chairperson, Community Relations Committee, 2005-Present

Miami Metropolitan Club – Chairperson, Membership Committee, 2001-Present

Home & Garden Show Executives International – Member, 2006

Miami Women’s Chorus – Board of Directors and Executive Committee, 2000-2004

Greater Miami Arts Council (GMAC) – Coordinating Committee for Miami Art Festival, 1993-2003

Opera Miami – Opera Ball Planning Committee, 2001-2002

New Year Miami – Programming Chairperson, 1993-1999

SPEAKING ENGAGEMENTS

National Arthritis Foundation Staff Development Conference, “Taking Your Event to the Next Level”, 1999

Local University, Student Commencement Speaker, 1995

Florida National Educators Conference on Aging, “Marketing and the Elderly”, 1993