

REBECCA SMITH

1 High Street • Boston, MA 55555 • Phone: 555-555-5555 • Email: name@email.com

MULTI-DISCIPLINED EVENT PLANNER

- Outstanding ability to plan and execute promotions, projects and special events ■
- Directed numerous projects in the community for both corporations and non-profit entities ■
- Highly driven to exceed event objectives, consistently set and achieve goals above expectations ■

Highly accomplished and dynamic professional with more than 15 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"/> Strategic Planning | <input type="checkbox"/> Event Management | <input type="checkbox"/> Fundraising Campaigns |
| <input type="checkbox"/> Tactical Campaigns | <input type="checkbox"/> Contract Negotiations | <input type="checkbox"/> Talent Management |
| <input type="checkbox"/> Strategic Partnerships | <input type="checkbox"/> Volunteer Supervision | <input type="checkbox"/> Budget Administration |
| <input type="checkbox"/> Community Outreach | <input type="checkbox"/> Grant Procurement | <input type="checkbox"/> Event Evaluation |
| <input type="checkbox"/> Corporate Sponsorships | <input type="checkbox"/> Exhibitor/Vendor Relations | <input type="checkbox"/> Project Management |

PROFESSIONAL EXPERIENCE

DAILY NEWSPAPER, Boston, MA

Event and Promotions Specialist (1995-Present)

Maintain full responsibility for coordinating the successful planning and implementation of major shows and annual events. Charged with defining event-specific objectives and strategies, negotiating and procuring services and materials, and coordinating all event-related activities and details. Ensure cost-effective design, management, logistics and budgeting connected with production of both large- and small-scale events by contracting and developing relationships with professional talent, vendors, event-site teams and outside suppliers. Supervise up to 25 on-site temporary staff members for larger events.

- **Successfully coordinated two major annual shows**, the Home Remodeling Show with more than 110,000 attendees and 420 exhibitors and the East Coast Vacation Show, a consumer show with more than 72,000 guests and 295 exhibitors.
 - **Executed countless cross-functional promotions**, working in conjunction with the Advertising and Circulation departments to ensure the success of stand-alone or convergence promotional packages for clients such as the Boston Conservatory of Music, Irish Festival, and Holiday Celebration.
 - **Organized the Eastern Region Spelling Bee**; coordinated all aspects of both events, including site negotiations and management, catering, budgeting and school relations.
 - **Served as the organization's Food Drive representative**; worked closely with nonprofit representative to secure food donations, garner necessary signage and manage print promotions and advertisements.
 - **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.
 - **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 Countdown.
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