

# Rebecca Smith

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Energetic **EVENT MARKETING COORDINATOR** with more than 15 years demonstrated experience in outstanding event coordination and operational skills. Brings extensive expertise in multiple facets of business including management, evaluation, refinement, vendor retention and strategic implementation of event and project management, strategies and marketing programs.

Accomplishments include:

- Identified branding opportunities and developed events to put into action corporate goals and objectives
- Coordinated and managed major promotions, projects, and community events
- Demonstrated ability to acquire event-appropriate resources such as speakers, presenters and other event attractions
- Developed relationships with key sponsors and retained resources for “niche” events
- Proven proposal writer who has connected with primary decision makers to acquire resources for special events
- Originated and negotiated contracts for event vendors and suppliers within budget guidelines
- Managed execution of budgets exceeding \$1 million in value
- Evaluated events and recommendations for utilization of best practices and resources
- Planned, produced and executed simultaneous events in multiple locations
- Created recognition programs for employees and community organizations
- Supervised and directed event teams and community volunteers
- Interfaced constructively with diverse CEOs and Board of Directors

## EXPERIENCE

**Event and Promotions Specialist** (2003 – present), and **Event Marketing Coordinator** (1995- 2003)

*Daily Newspaper*, Marketing Department – Boston, Massachusetts

Coordinated major shows e.g. the annual Home Remodeling Show with an attendance of more than 110,000 and more than 420 exhibitors and the East Coast Vacation Show: a consumer show with an attendance of more than 72,000 and more than 295 exhibitors

- Planned, promoted, and implemented complex events through multiple sponsors, event teams and public relations firms
- Communicated with exhibitors – built relationships, contracts, payments, exhibitor kits, load-in and strike
- Contracted for professional talent, vendors, event site teams and outside suppliers
- Managed \$900,000 budget and sponsor fulfillment
- Supervised and directed on-site event staff of 25 individuals
- Directed media relations, publicity, print material with public relations firms
- Coordinated outside vendor relations to execute the Home Remodeling Show Preview Party with Silent and Live Auctions

Coordinated and managed marketing involvement with community events and programs such as the Irish Festival, Garden Center, and the Eastern Region Spelling Bee.

- Interfaced with event or show producers to plan marketing elements for the newspaper’s involvement
- Collaborated with diverse departments such as Advertising and Circulation to enhance involvement
- Superintended completion of event tasks and project workforces

Coordinated talent for Downtown Countdown, the Premiere Millennium Countdown (1999)

- Worked under the direction of the Executive Producer to organize over 425 performers for the New Year’s Eve celebration
  - Fulfilled contracts, scheduled rehearsals, coordinated movement of talent to and from event and wrap-up
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