**Career Highlights**

 Planned and managed cross divisional Board of Management, executive sales/marketing events, brand building, product launches, training, community service events, sporting, celebrity, charity for corporate communications endeavors for nine (9) years with projects always coming in under budget and exceeding expectations.

 60 Events a year, various sizes from 10 to several thousand attendees.

 Budget responsibility $7M, channel marketing messaging, staff support training/management, contract negotiation, event venues selection; product coordination, bookings, entertainment, speakers and staffing. Teamed with agencies and product groups to create collateral and press materials.

 Production and promotional items for incentives, trade shows, product launches, sales meetings, B to B programs.

 Managed wide variety of electronics, and technical aspects of setting them up for marketing and sales displays.

 Designed production events for Marketing, Brand Building, Corporate Communications, Town Hall meetings, Awards ceremonies, Training conferences. Integral part of Design team creating promotional materials, conference information, brochures, press releases, invitations and event programs.

 Generated over $20K in sales through on-site and internet exposure.

 Managed MS&L team in New York, Los Angeles and Atlanta on Sundance Film Festival including venue negotiations, premiere event, and celebrity lounge to accommodate media outreach campaign highlighting celebrity interaction with Philips.

 Project Manager for multi-million dollar brand building program for Philips North America by executing logistics of two media relations campaigns including celebrity influences and two show homes resulting in over 7% increase in unaided brand awareness in year one. **Summary of Experience**

**GEORGIA PACIFIC, LLC, Atlanta, Georgia Meeting Manager 2008**
Plan all aspects of event management for executive, sales, marketing, training, human resource events. Managed budgets, site selection, contract negotiations, on-line registration, food and beverage, transportation, outings, stage production, audio visual, on-site management. Responsible for monthly reports, budget closeouts, ROI. Utilized Signup4 registration software as well as Microsoft Office and Outlook.

**KPMG LLP, Atlanta, Georgia Meeting Planner 2007**
Planned all aspects of events - contract negotiation, venue selection, budgets, food and beverage, transportation, team building, speakers, room blocks, collateral, on-site execution for internal and external clients. Learned and utilized CVent and Meeting View software packages.

**AGSI, Atlanta, Georgia, Business Analyst, Habitat for Humanity 2006 - 2007**
Jimmy Carter Work Project Event using Kintera software system. Used expertise to improve process JCWP annual build. Worked with Gifts- in-Kind program for Affiliates nation-wide.

**Full Time Corporate Employee**
Philips Electronics North America, New York City, NY 1997 - 2006
Manager Corporate Meetings and Events (2005 - 2006)
Manager Meetings and Events (2000 - 2005)
Event Coordinator (1999 - 2000)
Sr. Administrator (1998 - 1999)
Senior Sales Administrator (1997 – 1998)

Through several promotions managed all aspects of marketing conferences, charity, celebrity, training, and unique media events for Senior Vice- President of Brand Communications. Managed over 80 events per year including budgets, product launches/promotions, on-site staffing, registration processes and databases, on-site event management. Controlled contract negotiations for conference space, sleeping rooms, special events/restaurant venues for trade shows, corporate events and sponsorships.