

**SUMMARY**

Creative marketing professional seeking position that can use knowledge and skills • Excellent experience in event planning, destination marketing, public relations, and broadcast radio • Strong academic preparation in communications and business • Solid oral, written, and public speaking communication skills • Demonstrated record of proficiency, creativity, leadership, organizational, and problem-solving know-how • Results-oriented person with proven ability to accept assignments and deliver desired and effective results

**EXPERIENCE****Account Manager***February 1998 to present*

BRIER &amp; DUNN CALIFORNIA • SAN FRANCISCO, CA

Develop proposals and marketing tools for clients of this company that manages corporate meeting and event planning. Maintain and develop accounts, dealing with groups of as many as 3,000 attendees. Assume a pivotal role in all aspects of event coordination, including creative conceptualization, proposal creation, program operation and budget fulfillment. Serve as a liaison between clients and suppliers in booking event space, equipment, entertainment, staff, and transportation. Coordinate site inspections with clients and suppliers. Utilize a comprehensive knowledge of suppliers both within and outside the Bay Area, maintaining special relationships with key suppliers. Prepare detailed cost analysis for individual events. Research and develop alternative program activities as applicable to clients' preferences. Manage support staff for each program. Communicate the needs, desires, and expectations of clients to supporting staff and suppliers.

**Accomplishments:**

- Managed a number of highly successful programs in a six month period.
- Credited by clients and colleagues for adroitly managing and rectifying crisis situations at events with quick, intelligent decision-making skills.

**Events Manager***February 1997 to February 1998*

KEY EVENTS, INC. • SAN FRANCISCO, CA

Planned and implemented special events for local and national corporate clients, including *Intel, Scopus Technology, Countrywide Home Loans, CheckFree Corporation, Standish, Ayer & Wood*, and the *Shemano Group*. Oversaw various aspects of event management, including production, food and beverage, and entertainment recruitment. Proposed, prepared, and executed budgets for as much as \$100 thousand. Negotiated contracts with vendors and contractors. Maintained a thorough knowledge of Bay Area event facilities and suppliers as well as healthy relationships with vendors, hotels, and facilities. Administered all applicable accounting responsibilities.

**Account Executive***August 1993 to February 1997*

HILL &amp; KNOWLTON, INC. • NEW YORK, NY

Served as a press officer to national travel trade and consumer publications for clients engaged in tourism. Worked with New York media as well as freelance travel and food writers and editors. Arranged and escorted media familiarization trips for travel writers of select publications. Worked closely with upscale resorts and hotels to coordinate hospitality, radio promotions, and retail tie-ins for clients. Worked with major networks and cable broadcast outlets to develop story ideas for on-location filming. Planned shoot-schedules and escorted crew.

**Newscaster/Underwriting Assistant***October 1990 to May 1993*

WSOU-FM-89.5, SETON HALL UNIVERSITY RADIO STATION • SOUTH ORANGE, NJ

Served as PM Drive Newscaster for *Top of the Hour News* and co-host of *Datelog*, a daily news program for this station, which was rated No. 1 in the US by *Arbitron* and *CMJ New Music Report*. Recruited local sponsors of advertising spots during morning and afternoon drive times.

**EDUCATION****BA in Communications, Minor in Business Administration** GPA 3.5, *Dean's List**May 1993*

SETON HALL UNIVERSITY • SOUTH ORANGE, NJ

**COMPUTER KNOWLEDGE****Hardware**Apple Macintosh  
IBM-PC**Operating Systems**

Windows 95

**Software**Aldus PageMaker  
FileMaker Pro  
MS Excel  
MS Internet Explorer  
MS Word**PROFESSIONAL MEMBERSHIPS***International Special Events Society (ISES)**Hospitality Sales and Marketing Association International (HSMIAI)*