

CAREER HIGHLIGHTS

- Organized and secured strategic NYC venue and key customers for a first of its kind meeting of industry competitive leaders who gathered to align on key issues related to their collective economic future. Resulted in successful alignment and subject content weaved throughout future conferences.
- Managed Founder and CEO, Michael Dell’s signature Analyst Conference, including several ‘white glove’ events for 175 key international attendees with a budget scope of 600K. Recognized by senior leadership for exceptional contributions to the event process and program.
- Successfully executed a diverse series of events at Dell’s annual Customer and Partner Conferences, with 9,000 attendees. Also managed three-day special event for C level OEM customers, resulted in outstanding customer retention and strategic revenue growth.
- Planned and orchestrated President’s Club incentive trips and International Sales Conference, with over 350 attendees. Resulted in an exciting and engaging environment with employees and strategic partners.

EXPERTISE

Strong Project Management Skills
Multilevel Communication & Teamwork
Integrated Campaign Management
Results Driving Mindset

Cross Functional Collaboration
Creative Problem Solving
Minimize Project Risk
Strong Negotiation Skill

PROFESSIONAL EXPERIENCE

CONVIVA INC., Foster City, CA
Leading Data Streaming Technology Platform

Event Marketing Manager **March 2022- Present**

- Managed, facilitated, and executed company’s footprint at CES and NAB industry events that drove \$20M in pipeline revenue.
- Global lead for in depth industry and competitive event research for current product and market vertical expansion.
- Global lead for strategy, annual budgeting for North America, EMEA and APAC regions.
- Managed and presented Executive Summary reports to measure KPIs opportunities; sourced, accelerate, influenced.

PHILIPS USA, Boston, MA
Top Leading Healthcare Company

Event Project Manager **July 2021 – May 2022**

- Lead for housing and ancillary meetings for largest tradeshow that resulted in 13% reduction in housing costs.
- Collaborative leader to identify strategy, logistics and KPI for tiered 2 and 3 events.

PROFESSIONAL
EXPERIENCE
CONT.

ORIGINA Inc., Dallas, TX
Independent IBM Software Support Experts
Field Marketing Manager **August 2021 – December 2021**

- Built and identified event market opportunity in midst of pandemic.
- Established channel (in person vs. remote) and engagement during pandemic.

WEALTH ENHANCEMENT GROUP, Minneapolis, MN
Top national RIA financial services firm
Senior Marketing & Events Manager **February 2017 – May 2020**

- Design and executed Metro Client Event for 2,500 clients and their families with a budget scope of 110K. Resulting in exceptional event ratings, and a 72% increase in registrations YOY.
- Marketing Reimbursement Manager; resulted in \$70K reimbursed to marketing budget.
- Key point of contact for approximately 25 advisor teams to manage email communications, marketing budgets, and event planning.
- Team Member regarded as expert and mentor for Marketing Department.

DELL TECHNOLOGIES, Austin, TX
Leading technology software and hardware services company
Global Event Manager **August 2010 – October 2016**

- Owned end-to-end strategy and execution of numerous tradeshow
- Optimized investments and client relationships to deliver best in class experiences on-time and within budget.
- Created Presentation slides for leadership teams to tell the event story.
- Collaborated with event metrics and promotional teams to achieve project objectives, while measuring results.

EDUCATION

WINONA STATE UNIVERSITY, Winona, MN
Bachelor of Arts in Organizational Communications

CERTIFICATION

UNIVERSITY OF ST. THOMAS, St. Paul, MN
Certified Professional Project Management, CPPM **2020**
Certified Digital Marketing Professional, CDMP **2021**

AWARDS AND
RECOGNITION

- Recognized as Outstanding Team Member to volunteering as integration lead during company merger and acquisition
- Earned two Bronze Awards for best event experience for Dell Annual Analyst Conference and DellWorld Premiere Evening Event

INDUSTRIES

Technology, Healthcare, Customer Packaged Goods, Financial Services, Supply Chain