

## EVENT PLANNER

Recognized by leadership for delivering seamless impactful and relevant events to cultivate a pipeline of qualified leads and spearhead effective global business events, including conferences, tradeshow, and team building. Skilled at end-to-end project management, leading diverse stakeholders to build collaboration and ensure logistics, travel, scheduling, and additional details are addressed, and issues are resolved efficiently to deploy high-visibility, large scope corporate events.

### EXPERTISE

---

Large Scope Event Planning and Delivery | Strategic Brand Placement | Increasing Customer Engagement  
Vendor Negotiations | Coordination of Logistics | Budgetary Oversight | Curation of Talent and Vendors  
Cross-Functional Communication | Creative Event Design | Scheduling Keynote Speakers and Panels

### PROFESSIONAL EXPERIENCE

---

#### SALESFORCE, SAN FRANCISCO, CA | 2019 - PRESENT

##### **SR EVENTS PROGRAM MANAGER, MARKETING AND BRANDING**

- Manage the rebranding of the Salesforce experience at conferences; work with outside vendors to infuse the Dreamforce-like experience into Salesforce Technology & Product's unique brand
- Orchestrate 100+ events and speaking opportunities per year including negotiating payment terms and sponsorships, managing budget, and overseeing creative design. Collaborate closely with senior leadership, PR, recruiting, and corporate marketing teams to ensure alignment across the company.
- Lead the end-to-end employee experience ensuring employees are well prepared for each event. Including educating on the goals of the event, partnering on preparing demos, and briefing on onsite responsibilities.
- Manage external events and sponsorship opportunities for diversity efforts to ensure a diverse applicant pool for recruiting efforts. Organizing sponsorship for events to attract diverse women (i.e. Grace Hopper, Women Who Code, Girl Geek Dinner)

#### AIRBNB, SAN FRANCISCO, CA | 2016 - 2019

##### **CREATIVE EVENTS MANAGER**

Coordinate strategic events for Airbnb's work sales and product teams, with accountability over planning, logistics, budget oversight, transportation, and deployment of high-profile events and tradeshow. Pioneer newly created role to deliver impactful events, including the concept to execution planning and management of Airbnb for Work's Global Traveling Roadshow. Manage annual event budget of \$1M with a targeted focus on three largest sales regions globally: North America, Europe and the Middle East, and Asia-Pacific.

- Created event briefs, conducted extensive research on successful event planning, and collaborated with cross-functional teams to build consensus and conduct 30 to 50 events annually to drive lead generation, resulting in 60%+ prospect to customer conversion rates.
- Designed an event strategy, roadmap, action plan, and oversaw the execution of 12 global events showcasing the Airbnb for Work brand, and conducting an introduction of new business unit leader, consisting of half-day events for leading travel managers within targeted sales verticals and regions.
- Developed event design, marketing deliverables, and curated content in partnership with keynote speakers and panels focusing on "The Future of Work", resulting in 88% increase of online traffic to website and LinkedIn profiles, exponentially expanding visibility for prospective customers to facilitate revenue growth.

#### AMPLIFIER STRATEGIES | SAN FRANCISCO, CA | 2015 - 2016

##### **PHILANTHROPIC SERVICES AND EVENTS COORDINATOR**

Facilitated matching high-profile donors to non-profit organizations by facilitating in-person visits to showcase the value of donations to charitable organizations, contributing \$5-6M annual company revenue.

- Clients included the founders of Twitter, The Battery founders, and the heirs to the Carrefour fortune.
- Provided attentive administrative support to the CEO and executive staff to ensure seamless operations.

TALENTKAST | SAN FRANCISCO, CA | 2014 – 2015

**EXECUTIVE ASSISTANT TO CEO**

Coordinated the comprehensive daily schedule and tasks for Chief Executive Officer of fast-paced startup corporation. Accountable for delivering professional communication as the initial point of contact. Organized and plans key sales meetings in support of organizational growth.

- Managed key accounts in Salesforce and recruited leading Bay Area startup companies to pair with top-tier software engineers.

**EDUCATION**

---

Master of Arts (Art History/ Curation), University of the Arts, 2012

Master of Science (Psychology) – University of East London, 2011

Bachelor of Arts (English/ Pre Law) – University of New Mexico, 2007