

JILL SMITH

111.222.4444 | Email | Website | LinkedIn Profile

DIRECTOR OF EVENTS

Flawlessly executes events. Consistently exceeds expectations. Travel ready.

HIGH-LEVEL / GLOBAL EVENTS

LIVE-STREAM / VIRTUAL EVENTS

CORPORATE / SPECIAL EVENTS

Dynamic, self-motivated, client-centric **Director of Events** expert at executing large-scale events for high-profile clientele, celebrities, VIPs, and executives. **Natural leader** with a diverse background across guest services, event management, program management, client relations, and office administration. **Calm under pressure** with a reputation for consistently exceeding expectations. Dependable and highly organized. Fearlessly embraces challenges, jumps in, **over delivers**, and treats each business as if it were my own.

LEADERSHIP ATTRIBUTES

Passionate ▲ Fearless ▲ Positive Mentor ▲ Motivational ▲ Adaptable Team Player

SIGNATURE STRENGTHS

▲ Global Event Planner / Manager
▲ VIP / Executive / Clientele
▲ Project Manager

▲ Master Negotiator
▲ Client / Public Relations
▲ Team Builder / Motivator

▲ Strategic Planner / Scheduler
▲ Clear Communicator
▲ Published Author / Presenter

PROFESSIONAL EXPERIENCE



YOGA & BEYOND, Metro NYC & NJ

2018 – Present

Owner & Founder

EVENT PLANNING

- ▲ Prepare and instruct private, corporate, group and special yoga events.
- ▲ Welcome guests, staff, partner and manage vendors, review, and administer contracts.
- ▲ Plan and implement BEOs / MEOs, and direct team members for each specific event / function.
- ▲ Direct vendors to guarantee exceptional execution, and lead staff in training and logistics.
- ▲ Spearhead creative concepts for special events, fundraisers, wellness retreats, classes, workshops.

XYZ PRODUCTIONS, INC., New York, NY

2016 – 2018

Executive Assistant to the President-CEO / Event Planner

Created and executed red-carpet events for high-profile clientele that included Broadway actors, agents, financial investors, producers, and elite-corporate business executives. Directed daily operations for the corporate office, 9 Broadway theatres, 16 live US theaters, and 3 international properties / venues.

EVENT PLANNING

- ▲ Supervised and directed up to 100 key staff per event.
- ▲ As the Executive in charge, directed and successfully managed multiple events simultaneously.

CUSTOMER EXPERIENCE EXCELLENCE

- ▲ Ensured high-profile attendees received blue-ribbon customer service at all times.

PUBLIC RELATIONS & MARKETING

- ▲ Marketed and promoted all events to increase attendance and drive revenue through digital marketing / social media.
- ▲ Managed marketing to promote venues, productions, community events, canvassed donors / sponsors for non-profits.

HIGH-LEVEL CLIENTELE

- ▲ Trusted confidant, advisor, and strategist to high-level entertainers, actors, producers, and executives.

BUSINESS ADMINISTRATION

- ▲ Assisted the President with all business administration not limited to scheduling meetings, coordinating detailed travel arrangements, and managing fluid calendar appointments.
- ▲ **Trusted Confidant** - managed a highly confidential **multi-million-dollar** portfolio of businesses and real estate.
- ▲ Maintained accurate accounting to ensure business entities were registered, prepared all tax information for the CPA.
- ▲ Prepared and verified expense reports, built itineraries to prioritize workflow for multiple internal / external teams.
- ▲ Hired, trained and on-boarded staff and interns.

WWW UNIVERSAL, New York, NY

2015 – 2016

Director of Business Development and Product Development for this technology start-up.

CUSTOMER EXPERIENCE EXCELLENCE

- ▲ Led sales and customer service teams through marketing and client experience processes, evaluated progress through building sales monitoring software.
- ▲ Designed customer service procedures – implemented issue, resolution, and tracking.

PUBLIC RELATIONS & MARKETING

- ▲ Researched local / national business to deliver strategies and presentations to increase revenue and market share.
- ▲ Launched e-commerce product line description, usage, market price, seasonal availability, and product replacements.
- ▲ Liaison between clients and founders, marketed and promoted all events to increase attendance and drive revenue.
- ▲ Developed brand awareness and marketing strategies that gained market recognition.

ADMINISTRATION

- ▲ Worked effectively at this start-up on multiple competing project simultaneously and transitioned assignments with ease.
- ▲ Managed an accurate corporate database, analyzed data, created spreadsheets, and presented data to the founders.
- ▲ Collaborated with sales teams, partners, and investors to ensure tight deadlines were met.

VVV, Toms, River, NJ

2004 – 2015

Dual Role – Director of Global Projects & Events – Reporter / Writer

Directed and launched large, flawless worldwide events for high-profile clientele.

EVENT PLANNING

- ▲ Arranged logistics, managed, and delivered domestic and international events on time and within budget.
- ▲ Ensured excellence in all categories, negotiated contracts, prepared, and distributed schedules, events, and timelines.
- ▲ Designed and presented program materials and event packets for clients and VIPs.
- ▲ Planned for-profit events with **gains year-over-year**.
- ▲ Developed and maintained collaborative partnerships with premier hotel brands that included MGM Entertainment and Caesars Entertainment.
- ▲ Partnered with on-site staff members / internal team members to execute excellence across all departments.

CUSTOMER EXPERIENCE EXCELLENCE

- ▲ Prioritized the customer experience by producing innovative and unique industry events that garnered repeat attendance.
- ▲ Utilized discretion in assembling and managing highly confidential information for key clients.

PUBLIC RELATIONS & MARKETING

- ▲ Created unique marketing strategies, brands and materials for new events and product releases.
- ▲ Developed concepts and themes, designed printed and digital content working in partnership with creative teams.
- ▲ Sourced and recommended new products, presented unique event ideas, and located sponsorship opportunities.
- ▲ Composed magazines to streamline advertising distribution and authored numerous books for **multi-million-dollar** entities.

ADMINISTRATION

- ▲ Recruited, managed, and trained teams, and identified individual strengths to maximize productivity.
- ▲ Maintained detailed CRM systems including data for clients, vendors, sponsors, attendees, and promotions.
- ▲ Streamlined the reservation / registration process, hired, trained, and onboarded new hires and interns.
- ▲ Increased new streams of revenue by identifying industry needs and emerging trends.

EDUCATION / TECHNOLOGY

The College of New Jersey, Trenton, NJ

Bachelor of Science – Education / Certified Teacher

Yoga Alliance - Certified E-RYT-500 Yoga Instructor / Coach Training Alliance / Certified Life Coach

Microsoft Office Suite / Zoom / Access / QuickBooks / Quickens / CRM / Salesforce / Sales Logix / Mindbody / CVENT

Attended numerous PCMA & ASAE meetings and conferences

PUBLICATIONS

Authored: *Commercial Guide to Fish and Shellfish / Seafood Price-Current* (bi-weekly commodity price index for seafood), *The Reporter Magazine* (quarterly trade magazine featuring center of the plate protein items), *Tuna, Grading and Evaluation*, *The Complete Tuna Buyer's Handbook* (a complete guide on how to trade and evaluate Tuna).

INTERESTS

Health and Wellness

Outdoor Adventures / Travel

Skiing / Hiking / Yoga