

## SUMMARY OF QUALIFICATIONS

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- 8+ years of marketing and event management experience for a wide range of events including music and food festivals, conferences, national trade shows, official SXSW parties, formal receptions and dinners, fundraisers, and educational events.
- Record of successful events completed from strategic planning to implementation due to exceptional organization and project management skills, attention to detail, creative problem solving, amicable demeanor, and ability to thrive under pressure.

## EXPERIENCE

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### *Freelance Event Manager, 3/15-Present*

- Administrative Assistant for the inaugural Fortress Festival 2017.
- High Beam On-Site Manager for SXSW 2016 Parties: Film Opening Party, 24-7 Intouch Party, Indeed AlgoRhythm Party, *Hardcore Henry* Press Event, and SXSW British Music Embassy.
- Production Assistant for MTV Woodie Awards 2015.
- High Beam On-Site Manager for the SXSW 2015 three-day, DailyMotion Party.

### South by Southwest (SXSW), Austin, TX

#### *Consumable Product Logistics Coordinator, 12/16-5/17*

- Managed relationships with top consumable product sponsors such as Anheuser-Busch, Monster Energy and more.
- Coordinated the amounts and distribution of thousands of cases of donated product to 35+ official parties and lounges.

### Sound on Sound Festival, Austin/McDade, TX

#### *Administrative Assistant, 9/16-12/16*

- Provided bookkeeping duties for \$3 million in expenses by accounting for invoices and receipts, categorizing items in Quickbooks, and paying vendors and 135 artists.
- Distributed credentials, fielded questions for the Festival Director, and managed the artist guest list on-site.

### Volusion, LLC, Austin, TX

#### *Sr. Marketing Program Manager, Mozu, 8/15-9/16*

- Oversaw event strategy, logistics and budget (~\$1 million) for the enterprise commerce platform, Mozu, including trade shows, cocktail parties, executive dinners, training events and more.
- Planned/produced exhibits ranging in size from 10'x10' to 30'x50', speaking opportunities, and partner and customer participation.

#### *Marketing Program Manager, Volusion, 5/13-7/15*

- Strategically planned, executed and evaluated marketing campaigns for increasing store and services revenue, resulting in a 26% increase in design sales and 57% increase in SEO sales.
- Acted as liaison between seven internal departments on product launches, partnerships, and marketing team efforts.

## VOLUNTEER WORK

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Hot Luck, Float Fest, Untapped Festival Austin and Fort Worth, ACL Tapings, Fit Foodie 5K, American Diabetes Assoc. Step Out Walk and Tour de Cure Ride, Austin Music Foundation Boot Camps

## SKILLS

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### Events:

Event strategy, production, budget and project management, vendor relations, sponsorship, settlement, artist and VIP hospitality, contract negotiation, registration

### Promotions:

Marketing strategy, emails, print and banner ads, press releases, webinars, social media, presentations

### Computer:

Adobe Creative Suite, Smartsheet, Basecamp, Asana, Target Process, JIRA, Google Analytics, Constant Contact, Marketo, MailChimp, Salesforce, HootSuite, Sharepoint, Quickbooks, WordPress, Squarespace, Microsoft Office Suite

DMX, Inc. (Mood Media), Austin, TX

*Marketing Product Manager, 9/11-5/13*

- Launched the first Internet radio licensed for business use, Pandora for Business through an online store, packaging, training, partnerships, customer service support and reporting.
- Created and implemented all marketing and advertising including five industry trade shows and a SXSW party.
- Analyzed and adjusted marketing efforts over time, resulting in a 57% increase in sales and 40% decrease in cost per acquisition.

First American Flood Data Services (CoreLogic), Austin, TX

*Marketing Communications Associate, 7/07-8/09*

- Organized and prepared marketing events such as a dinner for over 170 guests, formal reception for over 200 guests and multiple trade shows.
- Supported marketing campaigns for core and developing products including budget management across all marketing verticals.

KVRX 91.7 FM: Student Radio, Austin, TX

*Business Manager, Promotions/Underwriting Director, 1/05-12/06*

- Led and advised the five directors within the business department.
- Planned, promoted, and marketed events and benefits for the station including a sold-out, CD release party.
- Recruited volunteers to promote the station.
- Sold underwriting spots in-person and over the phone to small, Austin businesses.

## OTHER EXPERIENCE

Rocksauce Studios

*Marketing Manager*

Austin, TX, 7/11-9/11

Alamo Drafthouse

*Capstone Consultant*

Austin, TX, 3/11-5/11

MOG Inc. (Beats Music)

*Marketing Consultant*

Berkeley, CA, 6/10-8/10

## EDUCATION

St. Edward's University

Austin, TX, May 2011

MBA, Digital Media

Management, GPA: 3.70

The University of Texas,

Austin, TX, December 2006

BS, Communication

Studies: Human Relations

University Honors Spring

2005, Spring 2006 –

Fall 2006, GPA: 3.54