

RILEY J. DOE

EXPERIENTIAL MARKETING & EVENT MANAGEMENT

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EXECUTIVE SUMMARY

I specialize in experiential, field, and event marketing with 10+ years of experience implementing brand, media, and sales marketing strategies that build brand identity, drive customer retention, increase ROI, and promote 360-degree customer experiences.

EXECUTION

Nicknamed the Navy Seal of Experiential Marketing, I execute clients' vision, managing all aspects of the funnel and providing resolutions.

Tools: CRM (Salesforce, Hubspot, Braze), Project Management (Monday, Trello)

EXPERIENCE VIA EVENTS

I design memorable experiences to create lifelong customers and increase word of mouth promotion, utilizing strengths of each brand.

Tools: Regular Customer Interviews, Process/Project Planning, Community Manager, Sales Lead Generation

TEAMBUILDING

By leading by example and training in-field, I'm able to create a team that is highly motivated, focused, and able to hit KPIs consistently.

Tools: Contests, Structured 1:1s, Project mapping to top level metrics,

REPORTING

Data never lies. By using detailed reporting applications, I'm able to track ROI for activity to ensure efficiency.

Tools: Data Processing (Excel, Tableau, SQL)

CORE COMPETENCIES

Integrated Marketing | Event Planning/Management | Project Management | Social Media Marketing/PR | Marketing Plan Development
Requirements Gathering/Analysis | Revenue Generation/Spend Reduction | Data Management | Process Optimization | Strategic Planning
Sales & Marketing | Sponsorship Asset Management | Customer Relationship Management | Event Logistics | Team Building/Supervision

PROFESSIONAL EXPERIENCE

ANY COMPANY PRODUCTIONS | Sacramento, CA

2022 – Present

Sr. Manager or Sales & Event Marketing

Manage accountability for maximizing revenue and profitability of the Sacramento Auto Show leveraging effective sales, event planning, and management strategies to develop engaging, consumer-centric programs and solicit potential exhibitors/events for global annual auto show. Responsible for partnering with clients on marketing and communications strategies, including creating unique sales deck content for new clients and managing existing client base.

- **Facilitate business development initiatives** in the areas of exhibitor integration, account management, and budgeting, researching, and analytics in strict compliance with Any Company Productions philosophy, policies, goals, and financial constraints.
- **Build/maintain key relationships** with top business, government, and entertainment leaders and develop/deliver persuasive presentations while strategically representing Any Company Productions; **provides thought-leadership to subordinate staff** to drive achievement of business objectives.
- **Drive value to exhibitors and consumers** through implementing leading industry/category trends into marketing initiatives for each partner, including assisting with sales and sponsorship strategies, new growth opportunities, and innovative brand awareness for the Sacramento Auto Show.
- Oversee/manage portfolio of client accounts and **grow exhibitor client database**, including managing license agreements/invoicing, exhibit-related pre-planning, and **cross-selling/synchronizing exhibitor move-in, events, and activations**, in collaboration with sponsorship and operations teams.
- **Prepare/manage financial expense budget** based on exhibit/activation areas available for sell, including management of exhibitor and consumer data to measure effectiveness of marketing outreach efforts through working closely with the marketing team.

INDEPENDENT PRACTICE | Nationwide

2009 – Present

Senior Event Producer / Field Manager

As a freelance individual, I manage strategic operations to execute client events designed to make positive impacts on target audiences while ensuring events are successful, cost-effective, and within budget and time constraints. Responsible for event planning from conception to completion.

- **Execute national marketing programs for 30+ clients with budgets worth up to \$5 million** and gain consistent client satisfaction by implementing successful events of varying sizes, including experiential campaigns, grand openings, brand awareness, and product placements.
- **Worked with multiple clients** in fields of beauty, highly regulated products (cannabis, alcohol spirits, tobacco/nicotine/vape), beverage, snacks, fitness, coffee, water, technology, cellular, clothing and children's toys
- **Attained 20% average customer growth** and increasing consideration from researching and seeking out opportunities that produced impactful, effective and engaging customer experiences to achieve maximum business results.

PROFESSIONAL EXPERIENCE

ANY CORPORATION | Los Angeles, CA

2021 – 2022

Head of Experiential & Field Marketing

Oversee external engagement strategy for top cannabis delivery service in California. Success strategy includes leading high-performing teams in delivering immersive and integrated campaigns to promote brand awareness and create personal connections with customers along the buying journey. Develop sponsorship strategy and packages designed to achieve program revenue targets.

- Direct experiential/field marketing operations and **develop 8–10 marketing events per quarter** that appeal to customers on an emotional level to enhance the buying experience and drive sales, **resulting in 10-15% increase in ROI** for the company.
- **Leverage \$3M acquisition and retention budget** through managing initiatives for designing/launching new revenue-driving experiential marketing programs across the state by partnering with marketing channel owners to achieve marketing message cohesion.
- **Conceptualized, pitched, and launched 38 successful experiential marketing campaigns over 1-year**, driving increased client retention and consumer consideration of products and services offered.
- **Partner with 1200+ ambassadors** in Grassdoor's affiliate marketing program and manage/scale program, driving repeat purchases through posting collateral and signage (by permission) in ambassador businesses, owning the program from ideation to execution and iteration.
- **Increased applicants/recruits from 20 to ~1000 per month** by devising and executing multiple recruiting campaigns including sourcing, screening, interviewing, and recommending top talented marketing staff for hire.

PUBLIC RELATIONS BY ANY PERSON | Santa Clara, CA

Social Media / PR Coordinator

2017 – 2021

Served as a community manager propelling social presence penetration for all social media profiles, researching/evaluating new industry competitor developments, and connecting potential partnerships. Success strategy included facilitating high-level social engagement by employing effective social media engagement initiatives, content calendar/schedules, and amplifying social media channel development.

- **Increased customer base from 17 to 35** and attained loyal audience by managing media presence grounded on creative brand approaches.
- Assisted manager and clients in monitoring performance by **tracking social media KPIs for 35 clients** and producing weekly progress reports.
- **Augmented brand image by directing innovative PR programs** for assigned brands, tracking trends in social media tools, culture, and applications, and facilitating social influencer programs in developing outreach efforts.

ANY COMPANY, INC. | Los Angeles, CA

Field Marketing Manager

2019 – 2020

Managed all marketing event phases and functions including planning, sourcing, recruiting, staffing, inventory, and reporting. Oversaw and conducted quality control through quality audits on event reports and images. Monitored team member performance through conducting regular KPI assessments to identify areas for growth and improvement while **mentoring in-house employees**.

- **Achieved consistent 100% sales performance success rates** by nurturing/maintaining productive relationships with key sales and distributor contacts while realizing and surpassing sales objectives.
- Elevated team comprehension of major talking points and optimized structured execution against defined marketing strategy and KPIs by leveraging leadership skills in **supervising and training 50+ ambassadors on best-in-class working practices**.

ANY GROUP ENTERTAINMENT & FILMWORKS | Los Angeles, CA

Project Manager / Event Producer

2018 – 2020

Oversaw strategic execution of projects and managed all operations from conception to completion while collaborating with customers to coordinate scheduling. Managed project creatives and liaised with entertainment theming, operations, production, and theatrical services.

- **Delivered top-notch support to Show Production Supervisor** and maintained artistic integrity in conducting show operations, including managing rehearsal/performer scheduling, production timelines/schedules, production books, and product development.
- **Increased event attendance by 18%** through monitoring and improving partner's potential business development/networking opportunities while managing logistics for offsites, space rental, catering, AV setup, and client travel in collaboration with customer staff.

ADDITIONAL EVENT, MANAGEMENT & SALES EXPERIENCE

Business Development Specialist, Any Company Ventures B.V. (2018–2020)

Sales & Marketing Associate, Any Brands (2019–2020) / **Social Media/Event Marketing Associate**, CCBC (2017–2018)

Chain Event Manager (Bacardi Portfolio), Any Enterprises (2017–2018) / **Field Marketing Team Lead** | Drink Beverages (2015–2019)

Territory Manager (West Coast), Any Company North America (2016–2017) / **Sales Executive**, Spectrum (2016–2017)

Product Specialist, CMCI (2013–2018) / **Regional Event & Project Manager**, WMW, Inc. (2012–2014)

EDUCATION

University of Akron, Akron, OH

Master of Science in Business Marketing Management

JANE DEBORAH DOE

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SENIOR EVENT MARKETING MANAGER | Global Events Specialist | TRANSFORMATIONAL LEADER

Specialize in event, product, and services marketing with experience implementing brand, media, and event marketing strategies that build brand identity, drive customer retention, and promote 360-degree customer experiences

Top-performing, people-centric, and performance-driven senior event marketing and global events professional with 20+ years of experience executing/optimizing brand development and marketing strategies with a focus on market research and prioritization of large-scale projects to strategically head experiential and field marketing initiatives on a global scale. Expertise includes overseeing strategic execution of projects and managing project milestones from conception to completion while collaborating with teams, customers, and management. Exceptional leadership abilities to drive/leverage profitable business opportunities while providing operational support within collaborative environments.

AREAS OF EXPERTISE

Integrated Marketing | Event Planning/Management | Project Management | Social Media Marketing/PR | Marketing Plan Development Requirements Gathering/Analysis | Revenue Generation/Spend Reduction | Data Management | Process Optimization | Strategic Planning Sales & Marketing | Sponsorship Asset Management | Customer Relationship Management | Event Logistics | Teambuilding/Supervision

PROFESSIONAL EXPERIENCE

ANY COMPANY DIGITAL | San Jose, CA

Jul 2017 – Sep 2022

Senior Manager / Global Events

- Oversaw and administered \$10M annual budget and managed multiple, large-scale global projects from conception to completion, including developing proposals/presentations for projects and events for internal/external audiences.
- Provided project management support to global team while adapting marketing strategy to local markets, including measuring/tracking target audience engagement and conversions, monitoring campaign effectiveness, making recommendations for adjustments.
- Conceptualized, pitched, and launched multiple marketing campaigns, driving increased client retention and consumer consideration of products and services offered.
- Developed, implemented, and managed strategic local/global marketing events to drive sales and profits, including introducing new systems, tools, and processes to achieve measurable results through meeting brand objectives implemented by leadership team.
- Supervised/directed a team of event managers and marketing partners to ensure timely delivery of project milestones; measured goal achievement, evaluated results, and communicated next steps to senior management.
- Developed/implemented operational standards and policies/procedures, collaborated with vendors/suppliers, manage logistics, and transported carriers to meet onsite requirements.

LEECO | San Jose, CA

Jan 2017 – Jul 2017

Senior Manager / Events & Experiential Marketing

- Oversaw external engagement strategy, including leading high-performing teams in delivering immersive and integrated campaigns to promote brand awareness for customers along the buying journey.
- Developed sponsorship strategy and packages designed to achieve program revenue targets, including researching/preparing program information for evaluation against corporate goals and initiatives.
- Strategized, developed, and executed event plans and logistics with executive staff and company stakeholders, including directing experiential marketing initiatives to develop events that appeal to customers on an emotional level to drive sales.
- Managed site logistics for Super Bowl LI partnership with LG and other projects, including event attendee reports, processes, schedules, and staff to keep projects on schedule.

SAMSUNG | Mountain View, CA

Feb 2016 – Jan 2017

Senior Manager / Marketing (Events) Samsung Pay

- Managed cross-functional teams and all marketing event phases, in collaboration with product marketing, sales, and field marketing regarding program development, execution, and progress, including planning, sourcing, recruiting, staffing, inventory, and reporting.
- Managed professional relationship with trade show exhibit house, managed custom asset inventory, presented post trade show effectiveness and reporting metrics, and negotiated with vendors, contractors, and suppliers on cost-effective terms for Samsung Pay.
- Managed R&D for Android Package Kit's (APK) demo and served as liaison for Korea HQ and SPI office on marketing efforts in the US.

PROFESSIONAL EXPERIENCE

ANY COMPANY | Redwood City, CA

Sep 2015 – Feb 2016

Senior Event Manager

- Manage strategic operations to execute client events designed to make positive impacts on target audiences while ensuring events are successful, cost-effective, and within budget and time constraints.
- Liaised with marketing and PR colleagues to promote special events with responsibility for event planning from start to finish while managing administrative logistics for event planning, booking, and promotions.
- Evaluated existing plans, processes, and event planning services to identify and leverage opportunities for improvement
- Represented Kahuna's presence at trade shows, conferences, and launch events.

ANY CORPORATION | San Francisco, CA

Mar 2015 – Sep 2015

Senior Manager / Corporate Events

- Managed/mentored internal event marketing team members and implemented team strategy for executing new procedures, policies and project planning documentation and interacted with clients, vendors, and industry organizations to launch corporate events.
- Partnered with creative team to deliver branded corporate programs, supported SKO execution, and managed staff training/project plans.
- Facilitated \$600,000 in savings by performing detailed budget review and audit of corporate user conference.

ANOTHER COMPANY | San Francisco, CA

Apr 2014 – Mar 2015

Senior Project Manager

- Managed cross-functional internal teams in Creative, Production, and Show Services departments, including maintaining schedules to meet key milestones throughout project phase and communicated project plans/progress to key stakeholders and project contributors.
- Developed/managed detailed timelines across multiple projects, including Bay Area Impact Awards (Google), Google Science Fair, and Gartner for Work (Google) while driving new business to Blue Flame and directing creative and show services for client activations.

COMPANY, INC. | Sunnyvale, CA

Oct 2003 – Apr 2014

Event Marketer

- Managed \$13M annual budget for trade marketing/events, including allocating funds for project budgets, overseeing team purchasing cards, and supervising contingent workforce costs.
- Managed marketing initiatives and execution of global industry, developer, corporate, client, sales, and executive events, including leading contract negotiations with third-party partners/vendors while ensuring timely and cost-effective production of all events.
- Partnered with graphics team to prepare, design, implement, and measure campaign success.
- Most notable projects included: CES, MWC, SXSW, AdWeek, Cannes Lions/Festival of Media, FIFA World Cup, and Yahoo! Hack-A-Thons globally.

EDUCATION & TECHNICAL SKILLS

University of Phoenix, San Jose, CA

Major: Bachelor of Arts Program (Business Administration)

CVent, JiffleNow, EventMobi, Swoogo, WebEx, Google Workspace, Asana, Slack,

Jive, Zoom, MS Office, Suite, Oracle, SmartSheets, Splash

AWARDS

Pinnacle Award Winner / Western Digital

Marketing Star / New Relic

Superstar Team Award / Yahoo!

18 Time Bravo Recipient / Yahoo!