

Evelyn Waters, C.M.P.

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Corporate Events Planner

~Domestic & International Expertise

A little wordy but for this position it is important to communicate

Sophisticated Certified Meeting Professional (CMP) and orchestrator of worldwide programs, promotions, trade shows, galas, and conferences. Savvy strategist and discerning consultant to multiple business units in evaluation and supporting event purpose through expert-level logistics planning, budgeting, service contracting, marketing communications, and sponsorship fulfillment. Talented, cross-functional team leader accustomed to senior-level roles requiring a high degree of diplomacy and the confidence necessary to resolve crises through judicious decision making.

Key Strengths

- ❖ Strategic Show Assessment & Deliverables
- ❖ Multimillion-Dollar Budgeting Allocation
- ❖ Vendor Sourcing & Contract Negotiations
- ❖ Site Selection & Contract Negotiations
- ❖ Floor Plan Management & Exhibit Space
- ❖ Public Relations, Marketing & Collaterals
- ❖ Global Travel & Lodging
- ❖ Speaking Talent & Extramural Events
- ❖ Facility Equipment & Technology
- ❖ Online Registration & Management
- ❖ Post Wrap Research & Follow-up
- ❖ Strong Communicator & Presenter

Numbers make bullets strong Comm is very important for this type of position

Education needs to be included

Career and Achievements

CONFIDENTIAL CORPORATION, INC. – Reston, VA ♦ 2007 to Present

Senior Director of Corporate Events

Lead domestic and international events and trade show operations from initial conception, strategy, and goal setting through planning, execution, and post show follow-up. Partner with regional marketing and sales teams in assessing business directive, pinpointing a message, establishing a budget, and orchestrating semiannual and yearly events with more than 2,500 global attendees. Travel abroad to select facilities, negotiate service contracts, secure equipment and accommodations, and retain multi-trade vendors. Oversee the creative development process for marketing communications collaterals, menus, and programs. Liaise with speaker's bureaus in retaining top talent and coordinate extracurricular activities for attendees. Monitor budget line items to ensure a positive Return-on-Investment (ROI).

- Spearheaded an enterprise-wide sales event in Munich, Germany with 2,800+ attendees at every matrix level; received formal, written commendation from President for a “job well done.”
- Increased competitive positioning after organizing a national trade show with more than 5,000 attendees from competitive, horizontal, and vertical markets.
- Cut expenses 25% after developing an in-house creative team to eliminate external sources.
- Selected by executive team members to participate in rebranding and messaging campaigns for product and service lines; leveraged global market expertise to deliver constructive feedback.

Noble, David F. *Gallery of Best Resumes*, 5th Edition, Indianapolis: JIST Works: JIST Publishing, 2012. Print.

Combination. Susan Barens, Cleveland, Ohio