

SAMPLE RESUME

OPERATIONS EXECUTIVE

Program Management ♦ Tradeshow Implementation ♦ Event Planning

Dynamic Project Planner. Adept at directing programs and major events. Creative consultant in devising and executing tradeshow and event marketing concepts. Detail-focused manager interacting with cross-functional teams to produce large-scale events, fundraisers, and nationwide programs. Vibrant communicator meeting logistical and financial needs through effective planning, oversight and teamwork. Motivated leader effective at boosting morale, enhancing productivity and guiding associates. Skilled in the use of technology including expertise in the use of *ExhibitForce*, an integrated event management web-based application.

Selected Achievements

- ♦ Led corporate relations with Company A. Directed \$3.4M tradeshow program.
- ♦ Championed \$2.5M tradeshow program and initiatives for Company B
- ♦ Established event opportunity to increase sales by \$3M+ via innovating marketing research program for Company B.
- ♦ Oversaw \$2M in sales for several accounts during tenure at Company B.
- ♦ Innovated and managed Company C's \$1.5M tradeshow marketing program including financial and ROI budget tracking.
- ♦ Accelerated department profitability from 6% to 35% at Company D.

Areas of Expertise

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|----------------------|----------------------|---------------------|
| • Program Management | • Logistics | • Event Planning |
| • Budgeting | • Marketing | • Vendor Management |
| • Negotiations | • Account Management | • Presentations |

PROFESSIONAL SUMMARY

COMPANY A

Elk Grove Village, IL

Senior Account Manager, Director Client Services: *Contract Employee*

2007-Present

Provide internal communication and support for client trade show and event programs. Oversee tradeshow in-booth activities and off-site special events through all stages of development. Interact with sales, engineering and production on trouble-shooting and quality control. Participate in ongoing event activities and internal planning for clients in the machine automation, medical, environmental, software, and technical arenas for national and international programs.

- Led team as general contractor for IPTV technology forum for International client, Informa Telecoms.
- Managed and supported program initiatives for 20 clients for 50 event programs.

COMPANY B

Montgomery, IL

Senior Account Manager

2004-2007

Interacted with clients to promote company's 3D marketing solutions and exhibits for tradeshows, retail environments, kiosks, and corporate interiors. Educated clients and representatives on custom exhibit and portable exhibits. Network with ad agencies and vendors on production processes. Guided account representatives on tradeshows and event programming. Orchestrated onsite exhibit set-up. Oversaw client billing. Originated materials for committee and board member meetings. Liaised with clients to address contractual and billing issues. Provided pre- and post-sales support. Reported directly to Owner and COO.

- Served as liaison for Monsanto, the company's largest client. Directed \$3.4M tradeshow program.

COMPANY C

Moline, IL

Assistant to Event Manager

2004

Contributed to creation and execution of Grand Excursion 2004, an event celebrating the Midwest's 1854 milestone of railroad and steamboat travel. Arranged Welcome The Train and Modern Woodmen of America's private and public event with event manager. Compiled meeting minutes from biweekly committee meetings and coordinated materials from committee and board meetings. Participated in preparation of donor letters and sponsorship packages. Networked with vendors to secure contracts. Assisted with on-site event set-up.

- Reinforced river front community program across 5 states.
- Publicized event augmentation with positive impact and resurgence in tourism trade.

COMPANY D

Roselle, IL

Senior Account Manager/Account Executive

1996-2003

Spearheaded new business opportunities for tradeshow solution company. Interfaced with clients to determine event goals and devise execution strategies. Partnered with associates on design implementation, production, graphics, transportation, and other show services. Conducted event program research. Provided support to senior account executive on all internal process.

- Championed \$2.5M tradeshow program for Boston Scientific.
- Established event opportunity to increase sales by \$3M+ via marketing research program.
- Bolstered corporate and product recognition by innovating in-booth events and off-site seminar activities.
- Oversaw \$2M to \$3M in sales for several accounts.

COMPANY E

Necedah, WI

Trade Show Manager

1992-1996

Directed trade show execution for power surge protection company servicing emergency rooms, airports, and major manufacturing companies. Managed selection process based on targeted markets for ROI/ROO. Collaborated with marketing and product managers, regional managers, representatives, and administrative assistants to determine event objectives and plan regional tradeshow. Coordinated event budget projections.

- Formulated and oversaw \$1.5M marketing program including financial and ROI budget tracking.
- Enhanced departmental growth by adding support staff.

COMPANY F

Chicago, IL

Account Executive/Marketing Production Manager

1985-1992

Fostered development of in-booth activities for tradeshow and off-site events. Accepted role as Production Manager of Client Services while taking on tasks as Account Executive.

- Accelerated department profitability from 6% to 35%.
- Promoted to Account Executive after 2 years. Handled \$1M+ in sales while maintaining 30% to 35% profitability.

EDUCATION

Moline Senior High School, Moline, IL

PROFESSIONAL AFFILIATIONS

United States Chamber of Commerce • Oak Brook Business Association • Elgin Chamber of Commerce

PROFESSIONAL DEVELOPMENT

ExhibitForce Web-Based Planning

CHARITABLE ACTIVITIES

Larkin Center, Elgin, IL • Battered Women Foundation • Easter Seals • Mended Hearts