

Scott Ericson
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Profile

Passionate consultant specializing in event styling and experiential design. Skills include artfully crafting experiences that engage and delight and creating lasting impressions and memories that are built on flawless attention to detail.

Professional Experience

Creative Director Electrifying Events, Anaheim, CA

May 2015 — Present

- Manage award-winning team of designers and producers
- Supervise operations
- Establish and foster client relationships
- Lead creative development of over 2,000 projects including live events, experiential programs, and content creation
- Design custom event architecture and oversee fabrication and construction
- Produce all company events
- Manage budgets in excess of \$1 million and supervise teams of 100+ crew members and vendors

Director of Meetings and Special Events, Northern Arizona University, Flagstaff AZ

November 2010 — May 2015

- Worked with 23 academic departments and 7 institutes throughout the College of Arts and Sciences
- Responsible for strategic development and implementation of signature events
- Create meaningful and impactful events that increase brand awareness and attract media attention, as well as strengthening community relations
- Lead internal team members through collaborative, results-oriented approach

Event Planner/Catering Sales Manager, Rising Sun Country Club, Phoenix AZ

May 2008 — October 2010

- Directed department managers for setup and start-up of events
- Led sales team in total revenue
- Managed up to four events simultaneously
- Developed marketing concepts for sales department

Education

Bachelor of Arts, Business Economics

UNIVERSITY OF CALIFORNIA LOS ANGELES, Los Angeles, CA August 2004 to August 2008

Special Events Management (Certificate Program)

ARIZONA STATE UNIVERSITY, Phoenix, AZ August 2014 to June 2016

Key Skills

- Concept development
- Engagement strategy
- Design
- Planning
- Execution

Certifications

- Special Events Management Certificate