

Allison Rosenberg

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Senior Event Planning Professional with nearly 12 years of experience. Praised for running highly successful and well-attended conventions, receptions, and other social occasions. Ensure attendees have a seamless and enjoyable event experience at all points, helping to boost client organizations' brand and goodwill with members and customers.

Recently demonstrated success in a strategic leadership role helping the business navigate a period of severe industry change. Skilled and tactful communicator who builds positive relationships with diverse clients, colleagues, and vendors.

Key Skills

- Attendee Satisfaction
- Budgeting
- Complex Problem-Solving
- Conferences & Conventions
- Contract Negotiations
- Cost Accounting
- Cross-Functional Collaboration
- Customer Relations
- Event Services & Activities
- Guest Registration
- Meeting Logistics
- Personnel Management
- Project & Program Management
- Stakeholder Relations
- Task Prioritization
- Team Leadership
- Time Management
- Trade Shows
- Transportation Booking
- Vendor Relations

Professional Experience

Event Planner

ABC Conference Planning, LLC, San Diego, CA | April 2016 to Present

- Coordinate all elements of major business meetings and conventions.
- Actively engage with clients to develop a clear purpose and attendance forecast for every event.
- Expertly manage various event details and considerations such as venue, schedule, lodging, transport, expenses, guest speakers, food and beverage, and audiovisual setup.

Highlights:

- Grew membership for three industry associations by planning regional conferences that consistently achieved 100%+ of attendance goals.
- Appointed to a special committee tasked with navigating industry changes and pursuing new growth opportunities. Helped guide the business through significant disruption in early 2020 caused by the Covid-19 pandemic.
- Negotiated new contracts with four vendors, lowering associated costs by an average of 12%.

Event Organizer

XYZ Inn & Estate, San Diego, CA | June 2010 to April 2016

- Planned and executed up to 20 wedding ceremonies and receptions annually for this upscale venue.
- Gained strong expertise in client relations, with frequent (phone, email, and in-person) communication at all stages of the event planning process.

Education

Bachelor's Degree – Business Administration

University of California, San Diego