

ALLISON ROSENBERG

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An Event Manager with five years of experience specializing in event planning, logistics, vendor management, client relations, and sales. A strong history of building relationships with clients to execute high-quality events in alignment with customer needs.

PROFESSIONAL EXPERIENCE

EVENT MANAGER

Marriott, New York, NY | October 2019 – Present

- Manage, plan, and execute a variety of events valued at \$40K-\$125K, including weddings, reunions, celebrations, corporate events, charity fundraisers, and award ceremonies
- Serve as the point of contact for clients, provide education on vendors, pricing structures,
- venue accommodations, and potential menu options for events
- Identify opportunities to upsell clients on food and beverage packages and provide recommendations according to customer needs, resulting in a 15% sales increase

EVENT MANAGER

Hampton Hotel, New York, NY | May 2017 – October 2019

- Oversaw the planning and execution of hotel events with budgets ranging from \$25K-\$100K, which included coordinating with clients to create contracts, identify needs, and secure vendors to ensure the success of events
- Supported initiatives to increase client accounts by 35% in 2019, which included spearheading online marketing campaigns and building a referral network

EDUCATION

BACHELOR OF SCIENCE (B.S.) EVENT MANAGEMENT

Columbia University, New York, NY | September 2013 - May 2017

KEY SKILLS

- Event Management
- Team Leadership
- Vendor Management
- Logistics
- Cross-Functional Collaboration