

Jessica Lang

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An Event Manager with eight years of experience specializing in virtual events, logistics, webinars, and communication. A strong history of advertising, planning, executing virtual events, and identifying opportunities to maximize attendance and customer engagement.

Education

Bachelor of Science (B.S.) Event Management

University of San Francisco,
San Francisco, CA
September 2010 - May 2014

Key Skills

- Virtual Events
- Marketing
- Client Relations
- Event Planning
- Webinars

Professional Experience

Event Manager

Enterprise Software Pros., San Francisco, CA | October 2018 – Present

- Manage B2B virtual events with up to 30K attendees globally, oversee a \$2M event marketing budget, and perform ROI analysis on event performance to optimize project spend and drive data-driven decision-making for the organization
- Coordinate logistics for all the tradeshows, lead negotiations with vendors and speakers, drive pre-show advertising, and manage a team of 15+ event coordinators
- Drive lead generation and enhance customer engagement by advertising, managing, and executing live webinars on technology products and capabilities

Event Manager

Excelsior Technologies, San Francisco, CA | May 2014 – October 2018

- Planned and executed 200+ webinars and virtual events, delivering product demos to non-technical audiences, which included executing social media and email marketing campaigns to improve event registration by 150%
- Oversaw 35+ in-person events per year with over 15K attendees, including trade shows, industry conferences, product demonstrations, and networking events