



# RACHEL RUSSELL

## VOLUNTEERING

- Board Member, Arts Bridging the Gap
- Jury President, Global Eventex Awards
- Jury Panel, Eventpreneur Global Power Women Awards
- Jury Panel, Best of America Small Business Awards

## AWARDS

- Leading Women in Event Tech
- Bizzabo Top Event Experience Leaders
- Top Event Marketers of North America
- BizBash 40 Under 40
- Smart Women in Meetings Award
- Stevie Awards for Women in Business
- American Business Awards: Marketer of the Year
- Los Angeles Lakers & Comerica Women's Business Awards
- Beverly Hills Living Forty Under 40

## EDUCATION

### USC Marshall School of Business

- B.S. Business Administration
- Magna Cum Laude (3.82 GPA)
- Weekend with Warren Buffett

### Stanford University Graduate School of Business

- Executive Education

## CONTACT

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## SKILLS

*Project Management:* Workfront, Smartsheet, Notion, Jira

*Events:* Zoom, Cvent, Boomset, Splash, Poll Everywhere

*Messaging:* Slack, Microsoft Teams, Yammer

*Design:* Canva, Figma, PowerPoint

## WORK EXPERIENCE

### Ernst & Young

2022 - Present

#### Assistant Director, Field Marketing

- Lead the Entrepreneur Of The Year® Greater Los Angeles program, which recognizes business leaders of high-growth companies
- Build strong relationships with the CEOs and Founders and act as their trusted advisor throughout the process
- Strategically position EY's brand in the LA market through multi-channel campaigns e.g. partnerships, PR, web, paid social, events (Upfront Summit & US Open)
- Secured a first-of-its-kind partnership with Los Angeles Business Journal, scaling the program and reaching an untapped market of 77,700 readers
- Combated economic uncertainty and budget cuts by procuring \$740,000 in sponsor and ticket sales

### ONE

2022

#### Field Marketing Manager

- Project managed the beta version of the website for this fintech unicorn valued at \$2.5B and backed by Walmart
- Meticulously planned, executed, and measured field events that contributed to attendee conversion and company growth
- Evaluated KPIs through performance, post-event ROI tracking, and wrap-up reports

### Deloitte

2014 - 2021

#### Senior Event Planner

- Owned the end-to-end management of 250+ events that built brand eminence and generated leads
- Consulting won a \$1 million RFP as a direct result of my work at the NAB Show
- Strategized with the West Region Managing Partner to enhance the Special Olympics World Games sponsorship
- Spearheaded the transition from in-person to virtual events during the pandemic and trained a team of Zoom Producers
- Researched and instituted a high-tech event check-in system that is now used on a nationwide scale