

KATE GRANTHAM

+1.352.318.8131 • Kate@KIGevents.com
KIGevents.com • [LinkedIn](#)

Client Services leader with 15 years of experience in the hospitality, brand activation, and event industry with an expertise and passion for experiential, sports, lifestyle, and integrated marketing

CORE CAPABILITIES

- Meeting & Project Management
- VIP Client & Guest Services
- Hotel & Travel Operations
- Live Activation Production
- Wayfinding & Décor Signage
- Vendor & Contract Negotiation
- Budget Forecasting & Reconciliation
- Building Collaborative Relationships
- C-Level & Cross-Departmental Communication
- Analytical & Strategic Thinking

PROFESSIONAL EXPERIENCE

KIG EVENTS, LLC

Freelance Event Producer

Jun 2022 – Present

Specializes in Project Management for Event & Hotel Logistics

- Engage with clients to evaluate project scope and logistical requirements. Provide end-to-end project management adhering to budget and all stakeholders' goals and objectives
- Adept at taking on an array of projects and levels of support; [please reference client contract list](#)

HANDS ON ATLANTA

Associate Director, Corporate Partnerships

Jun 2021 – Jun 2022

- Collaborated with Fortune 500 companies to strategize and create high-impact volunteer programs that serve the pressing needs of 150 nonprofits and Title 1 schools
- Responsible for ideating, pitching, planning, and executing 20+ custom volunteer projects annually as well as managed two signature service weeks each with 30 projects, 70 staff, and 1000+ volunteers across the city
- Supervised daily operations of the company warehouse and part-time staff, digitized manual processes, standardized project pricing to maximize impact, and restructured team for max efficiency

REVOLUTION MARKETING

Sr. Supervisor, Hospitality Services Supervisor, Hospitality Services

**Mar 2018 – Jun 2021
Oct 2015 – Mar 2018**

- Managed multi-million-dollar Northwestern Mutual retainer relationship by elevating corporate sponsorships into turnkey, all-inclusive hospitality experiences for guests at the Rose Bowl, the College Football National Championship, and the NCAA Men's Final Four annually, over five years
- Led event lifecycle, from conceptualization to execution, encompassing project planning, developing & maintaining strict budgets, selecting appropriate venues/accommodations, negotiating rates and contracts with vendors, managing sponsorships and partner relations, integrating client brand into all functions, clear signage and collateral, branded merchandise, ticket allocations, on-site production schedule, management of staff and clients, and recap and reconciliation
- Facilitated seamless communication and collaboration among diverse internal teams (Marcom, Business Development, Research, Creative, Finance, Legal) as well as cultivated productive relationships with external vendors to ensure timely deliverables to the client

TURNER BROADCASTING

Event Marketing & Live Events Specialist

Nov 2011 – Oct 2015

- Responsible for the strategic planning, coordination, and execution of Turner events, consumer activations, advertising sales hospitality programs, show launches, and meetings in markets throughout North America.
- Autonomously managed components of mid to large-scale events with budgets of up to \$1M
- Executed approximately 20 events per year across all Turner networks and brands including NBA All-Star Weekend, NCAA Men's Final Four, NBA Opening Night, Super Bowl, SXSW, Sundance, Telluride & TCM Film Festivals, Ryder Cup, multiple PR Junkets, large internal off-site meetings and many more
- Collaborated with internal clients & sponsors to ensure marketing initiatives were in line with overall strategy and effectively executed through every facet of the event

Event Marketing Assistant**Apr 2010 – Nov 2011**

- Independently handled wrap parties, employee appreciation events, and partner summits
- Administered company-wide ticket purchases and contractual allotments for NBA, NCAA, MLB, and NASCAR

LOGISTICARE SOLUTIONS**Client Services Account Manager****Jun 2009 – Apr 2010**

- Liaison for 17 large scale health plans responsible for implementation, management and cultivating new business with local operations. Managed client relationships through comprehensive reporting, status calls, prompt resolution of service concerns, and performance tracking

Corporate Legal Assistant**Jan 2009 – Jun 2009**

- Provided direct support to the General Counsel by reviewing policies, pending litigation, contract compliance, organizing archives, and drafting correspondence

PROFICIENCIES

Microsoft | Google | Stova | Salesforce | Basecamp | Canva | Slack | Smartsheet | SignAgent | IATA Accredited

EDUCATION

Bachelor of Science | Tourism, Recreation and Event Management | University of Florida



CLIENT CONTRACTS

	U.S. Soccer World Cup 2026 Hospitality Programs // Sep 2024 – Jul 2026 - Hospitality program conceptualization, RFP creation, hotel research and general consulting support for the SEA and LA USNMT match trips for Commercial & Advancement partners U.S. Soccer 2023 Commercial Summit & NTC Celebration // Oct – Dec 2023 - Project planning and execution for 200-person Summit & 600-person party in Fayette County
	Major League Soccer All-Star Week // Jul 2024 (Columbus, OH) & Jul 2025 (Austin, TX) Major League Soccer Cup // Dec 2023 (Columbus) Dec 2024 (LA) & Dec 2025 (TBD!) Hotels & Hospitality team support with inventory, catering/hosting stadium suites, player/executive gift management, and planning & hosting stakeholder receptions
	iConnections Global Alts Miami 2026 // Oct 2025 – Feb 2026 - Operations support for convention center booths & offices for 5,000-person conference iConnections Global Alts Miami 2025 // Jan 2025 - Signage, off-site activity management, and show floor support
	2026 NCAA Men's Final Four Fan Fest // Nov 2025 – Apr 2026 - Corporate sponsorship manager for four-day indoor fan event in Indianapolis, IN 2025 NCAA Men's Final Four Fan Fest // Nov 2024 – Apr 2025 - Corporate sponsorship manager & talent liaison for indoor fan event in San Antonio, TX 2024 NCAA Men's Final Four – Tip-Off Tailgate // Nov 2023 – Apr 2024 - Corporate sponsorship manager and signage lead for outdoor fan event in Glendale, AZ
	NBA All-Star Weekend // Feb 2023 (Salt Lake City, UT) & Feb 2025 (San Francisco, CA) - Hotel rooming list liaison for six hotel blocks in 2023 and meeting space manager in 2025 NBA Global Games 2022 // Sep – Oct 2022 (Abu Dhabi, UAE) - On-site execution for all meeting functions and 315 guest rooms across two hotel blocks
	Formula 1 Miami Grand Prix 2024 - Wayfinding Signage // Aug 2023 – May 2024 - Project planning <i>campus-wide</i> lead and on-site execution. Client contact for wayfinding strategy, creative vision, operational plan, content creation, and installation Formula 1 Miami Grand Prix 2023 - Wayfinding Signage // Dec 2022 – May 2023 - Led the signage initiative for four zones. Worked closely with print vendor to proof and print cohesive signage plans as well as oversaw install and print crew for 24 days on-site
	Mempho Music Festival // Aug – Oct 2024 Site Operations Coordinator and Signage Lead for festival in Memphis, TN
	Northwestern Mutual Sales & Recruiting Incentive Trip 2023 // Jun – Sep 2023 - Project planning support and execution for an 85-person incentive trip to Park City, UT Northwestern Mutual Diversity, Equity & Inclusion VIP Events // Oct 2022 – Feb 2023 - Primary project manager for two 75-guest DE&I brunch events in NY & D.C. Northwestern Mutual Sales & Recruiting Incentive Trip 2022 // Jul – Sep 2022 - Project planning support and execution for an 85-person incentive trip to Palm Springs