



SHAUN KESSLER

GLOBAL EVENTS & HOSPITALITY EXECUTIVE

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Award-winning hospitality executive *and* innovative event producer with 15+ years of creating impactful brand experiences. Proven expertise in managing complex operations, cultivating strategic partnerships and exceeding client expectations across events, conferences and branding initiatives.

PROFESSIONAL EXPERIENCE

OFFSITE, LLC *New York, NY*

2011 - Present

Private venues for corporate meetings and events in NYC and Chicago, specializing in premium hospitality and event management. • goOFFSITE.com

Founder – Director of Hospitality, Event Operations & Brand Strategy

Leads and manages a team of 20 staff members to ensure seamless event strategies, including audio/visual, catering, venue configuration and branding.

- Coordinates all day-to-day management and operations of the business, including venue administration, marketing, sales, catering, staff and finances
- Collaborates with clients to create successful meetings and events, leading all branding initiatives, event coordination and full-scale productions
- Maintains a loyal client base including L’Oreal, HBO, Heineken, American Express, NBCUniversal, NBA, Livenation and Pfizer, producing major event initiatives
- Develops venue brand through targeted marketing initiatives by creating all interactive strategies and branding elements, including logo, website and collateral
- Conceptualized, built and opened three venues within five years in New York and Chicago, reimagining the corporate meeting landscape
- Exceeded revenue expectations with over \$2.5 million in annual sales by leading operations at the industry’s first full-service corporate meeting and event spaces
- Consistently awarded top honors for hospitality in corporate event spaces by leaders in the Meetings and Events industry, including BizBash, Unique Venues and Crain’s

KEX.PERIENCES *New York, NY*

2009 - 2011

Senior Brand Strategist / Art Director

Created and executed customized marketing campaigns by developing brand identities to enhance sales strategies. Designed custom websites, logos and all advertising collateral, incorporating each clients’ uniqueness to spark creative marketing initiatives.

- Developed and executed strategic marketing initiatives in digital and print media by collaborating one-on-one with small business leaders
- Forged into the entrepreneurial landscape by building a business foundation, executing target initiatives and laying the groundwork for future start-ups
- Planned and designed branding campaigns in several industries: health, wellness, public relations, financial and medical services

KIRSHENBAUM BOND *New York, NY*

2006 - 2009

Global advertising agency, offering innovative, brand-building ideas to large-scale clients

Interactive Art Director '08-'09 • Jr. Interactive AD '07-'08 • Project Manager '06-'07

- Designed and produced print, collateral, branding and digital marketing projects by collaborating with teams to execute web-based campaigns, most notably the CIT Group campaign “Capital Redefined”
- Co-developed Wendy’s online identity by serving as the lead IAD and helped create brand identities for high-end clients like BMW, Panasonic and Citi/AA

CORE STRENGTHS

Executive Leadership

Strategically directs high-performing teams, fostering bold thinking, seamless execution and profitability

Operational Excellence

Delivers flawless event management, production and execution, ensuring exceptional consumer experiences

Branding & Marketing Savvy

Develops and executes award-winning design and marketing strategies, expanding brand awareness and market share

Client Experience Management

Cultivates dynamic relationships across a wide spectrum of business execs, clients and staff, consistently delivering positive outcomes

EDUCATION

Boston University *Boston, MA*
College of Communications
BA, Communications

School of Visual Arts *New York, NY*
Continuing education in art direction and design techniques

AWARDS

Unique Venues

Best Venue to Gather for the Day
Best Venue for Day Meetings
Best Training & Development Venue

Crain’s

Top Chicago Event Space

BizBash

Best of New York Venues
Best of Chicago Venues

SKILLS

Adobe Creative Suite

Photoshop, Illustrator, InDesign

MS Office Suite

Word, Excel, PowerPoint

Google Suite, Zoom, iMovie

Proficient in Spanish

Able to understand basic Spanish
Comfortable with everyday conversations