

COO & CREATIVE STRATEGIST

Seasoned executive and entrepreneur with 15+ years of driving impactful results. Proven expertise in high-level operational management, leading teams to deliver award-winning experiences across events, conferences and branding initiatives. Adept at cultivating innovation, fostering strategic partnerships and exceeding client expectations in complex situations.

Core strengths include:

- **Executive Leadership:** *Strategically manage and motivate high-performing teams, fostering a culture of bold thinking and seamless execution.*
- **Operational Excellence:** *Deliver flawless event management, production and execution, ensuring exceptional consumer experiences.*
- **Branding & Marketing Savvy:** *Develop and execute award-winning design and marketing strategies, expanding brand awareness and market share.*
- **Client Experience Management:** *Cultivate dynamic relationships across a wide spectrum of Fortune 100 companies, business executives, clients and staff, consistently delivering positive outcomes.*

CAREER SYNOPSIS

OFFSITE, LLC New York, NY

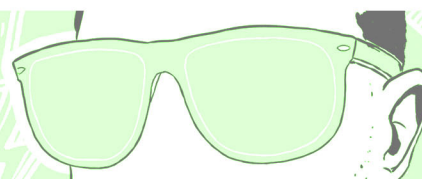
2011 - Present

Venues for corporate meetings and private events in NYC and Chicago, specializing in premium event management and production for Fortune 100 companies.

Founder – Director of Event Operations & Brand Strategist • www.goOFFSITE.com

Handles all day-to-day management of the business, including marketing, sales, event coordination, production, catering, staff and finances. Collaborates with clients to create successful events from start to finish, including event branding, space coordination and full-scale productions. Leads and manages a team of 20 staff members to ensure an overall seamless event strategy, including audio/visual, catering, venue configuration and branding.

- Accumulated over \$2 million in annual sales, exceeding yearly revenue expectations, by conceptualizing, creating and designing one of the first modern, full-service corporate meeting and event spaces
- Opened three venues within five years in New York and Chicago, reimagining the corporate meeting landscape
- Captured loyal client base including L’Oreal, HBO, Heineken, American Express, NBCUniversal, NBA, Livenation and Pfizer, helping to produce major event initiatives
- Sustains a 98% client retention rate by building brand awareness, acquiring new clients and developing and executing internal brand marketing strategies and content
- Consistently awarded top honors for corporate event spaces by leaders in the Meetings and Events industry, including BizBash, Unique Venues and Crain’s
- Developed venue brand through targeted marketing initiatives by creating all interactive strategies and all branding elements, including logo, website, collateral and price guides
- Oversees total client experience and works closely with Fortune 100 C-level executives on innovative conference and event strategies, always exceeding successful attendee metrics
- Coordinates with all external vendors behind-the-scenes while consistently delivering a high-quality product to the client
- Worked with architects, contractors, suppliers and city employees to coordinate and manage the design and construction of three commercial venues



Kessler Designs, LLC *New York, NY*

2009 - 2011

Brand Strategist / Art Director

Created and executed personalized marketing strategies for individual clients by developing brand identities to enhance sales strategies. Designed custom websites, logos and advertising materials, incorporating 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
- Planned and designed branding campaigns in several industries: health, wellness, public relations, financial and medical services
- Rebranded a local physical therapy center through outdoor, print and digital marketing strategies, resulting in a profitable partnership with an area-leading hospital
- Forged into the entrepreneurial landscape by building a business foundation, executing target initiatives and laying the groundwork for future start-ups

Kirshenbaum Bond *New York, NY*

2006 - 2009

A global advertising agency, offering innovative, brand-building ideas.

Interactive Art Director 2008 - 2009

Reported to the Creative Director and managed one team member. Coordinated cross-functionally with multiple departments to implement, direct and launch successful marketing campaigns.

- 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"
- Created online identities for reputable clients including Wendy's, BMW, CIT, Panasonic and Citi/AA
- Co-developed Wendy's online identity by serving as the lead IAD

Jr. Interactive Art Director 2007 - 2008

- Expanded campaign collateral by collaborating with creative team on multi-million dollar advertising projects
- Executed online banners and website comps utilizing various programs including Adobe Flash and Photoshop

Project Manager 2006 - 2007

- Exceeded client expectations by delivering campaign elements on time and within budget
- Proficiently executed deliverables by serving as liaison between creative and account departments

EDUCATION • AWARDS • ABILITIES

Boston University - College of Communication *Boston, MA*
Bachelor of Arts Degree, Communications

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

Awards Received

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 NY Venues • Best of Chicago Venues

Adobe Creative Suite: *Photoshop, Illustrator, InDesign* • MS Office Suite: *Word, Excel, PowerPoint*

Google Suite: *GMail, Hangouts, Calendar, Drive, Docs, Sheets* • Zoom • Skype • Teams • iMovie

Proficient in Spanish: *Able to understand basic Spanish and comfortable with everyday conversations*

SHAUN KESSLER

55 West End Avenue, Apt 16D • New York, NY 10023 • 609.238.2550
shaunkess@gmail.com • linkedin.com/in/shaunkess • shaunkess.co

