

# ANN CROCKETT

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## WORK EXPERIENCE

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### Turn5

*Special Events Coordinator*

**Paoli, PA**

*January 2024 – Present*

- Managing vendor and sponsor relations for the 2024 Auto Show, including communication plans.
- Working collaboratively with the team to plan and prepare for the Auto Show, including map layouts, email and mail communications, and creative deliverables via Robohead.
- Facilitating on-site day of operations (not auto show specific) – F&B distribution, staffing management, catering, novelty sales with Square

### Andrée Collective

*Wedding & Events Planner*

**Philadelphia, PA**

*February 2024 – Present*

- Handles vendor communications for the duration of the contract and the day of.
- Works 1:1 with couples from consult to day-of event to execute dreams in coherence with the timeline.
- Mentors female survivors in apprenticeship programs.

*Weddings & Events Assistant*

*March 2023 – January 2024*

- Managed wedding plans in coherence with timelines.
- Assists head planner with relevant tasks in planning and day of processes, such as set up and break down, stakeholder and couple management, vendor coordination, and critical thinking.
- Selected and managed vendors for annual gala planning including catering, AV, florals, music, and DJs.
- Sourced vendors and upheld communication regarding our annual gala planning.

### Constellation Culinary Group

*Catering Coordinator*

**Philadelphia, PA**

*May 2022 – August 2023*

- Managed and executed PACE and Accounts Receivables for \$4.5 million venue and reduced processing time to net 30 through increasing efficiencies in tracking systems.
- Created and implemented event timelines and supervisor packets utilizing CaterXpert and BEO reports.
- Designed food stations and diagrams for event execution in Allseated and Powerpoint for set up and event staff reference.
- Assisted in event set up and operations for pre-event tailgate at Superbowl LVII.

### Attentive

*Event Marketing Intern*

**Remote – New York, NY**

*June 2020 – December 2021*

- Facilitated event RSVP lists and tracking for up to 2000 attendees with Salesforce and Hubspot.
- Sourced client gifting options for events with up to 1500 clients to boost engagement at virtual events ranging from \$50-\$200 per person.
- Designed, developed, and executed sponsored event landing pages for client registration and company tracking with Atlassian Wiki and Salesforce.
- Developed early-stage event plans and assisted with day-of-event needs for virtual events held in Goldcast.

## LEADERSHIP AND ACTIVITIES

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Co-President, Event Planning Association (PCMA Student Chapter)

*January 2023 - Present*

Student Representative STHM Faculty Undergraduate Committee

*August 2022 – May 2023*

Director of Marketing & Communications, Event Planning Association

*August 2022 – December 2022*

Liaison, Event Planning Association

*August 2021 – July 2022*

Member, Event Planning Association

*August 2020 – May 2021*

## EDUCATION

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**Temple University**

**Philadelphia, PA**

School of Sport Tourism and Hospitality Management

Expected Graduation: May 2024

Bachelor of Science, Tourism and Hospitality Management

GPA: 3.94

Minor: Event & Entertainment Management

## AWARDS AND CERTIFICATIONS

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PCMA Foundation Roy B. Evans Scholarship Recipient

2023

Temple University STHM Dean's List

2020 – 2024