

The Unspeakasy



EVENT COORDINATOR PROPOSAL

Luba Kaplanskaya

Presented to
Meghan Daum
Kathleen Sykes

September 2023

DELIVERABLES

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Job Description: As the Event Coordinator, my responsibilities will encompass various facets of event planning and coordination.

1. Venue Selection: Researching and selecting the most suitable venues for Unspeakable events.
2. Negotiations and Contracts: Negotiating pricing and contracts with chosen venues to ensure cost-effectiveness.
3. Venue Booking: Securing bookings for the selected venues.
4. Catering and Food Arrangements: Organizing catering and food services to meet the event requirements.
5. Administrative Support: Providing assistance to the founder, Meghan, with various tasks to ensure smooth event execution.
6. Communication: Responding to emails and social media inquiries regarding events, ensuring a high level of customer satisfaction.
7. Applicant Screening: Screening and processing applications from potential event attendees.
8. Marketing and Promotion: Creating marketing graphics, including updates on available spots, and promoting events on social media platforms.
9. Long-term Planning: Developing a strategic plan for event growth and expansion, including future events in 2025.

GOALS FOR THE YEAR

6

Successful Unspeakeasy
Events

5-8

Events planned for 2025

100%

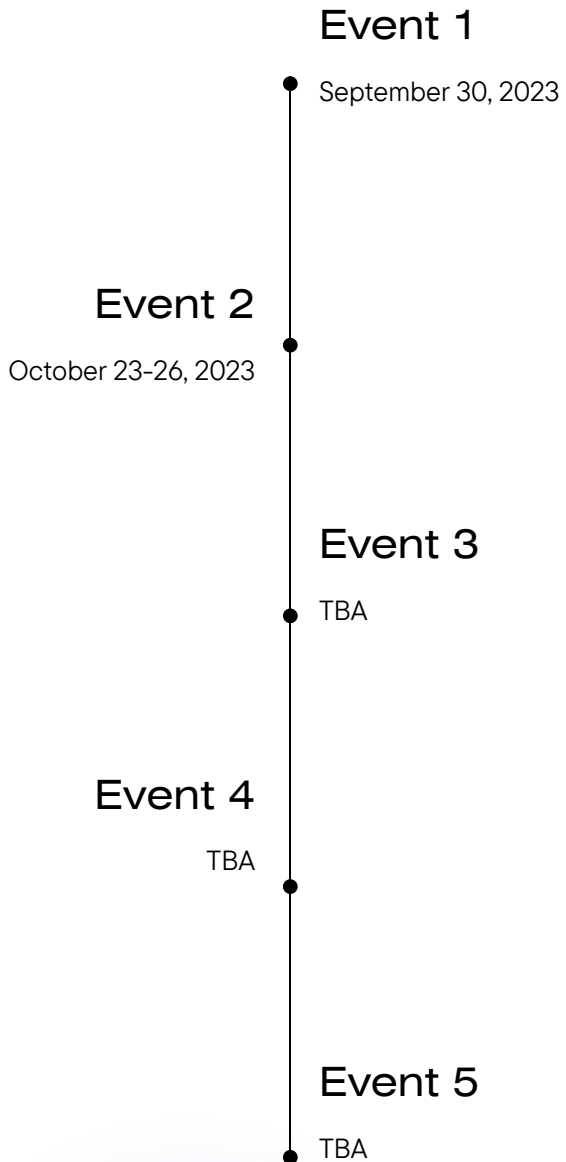
Satisfied Customers

I will work with Meghan on assisting her with any tasks that come up. The primary goal will be to have all event logistics booked for each event in 2024, spots filled for each event, and venues/logistics planned for 2025.



PROPOSED TIMELINE

Let's talk about this more!



Compensation

Total budget ?

\$2,000 PER MONTH

It would be helpful to know what your budget for this role is so I can meet your budget.



I'm happy to continue a discussion about what your budget is and what you were expecting to pay for this role. My expectations are that I would work 40 hours per month, on average. If I end up working more than that, we can reconvene and reconsider the compensation.

About Luba Kaplanskaya



I am an experienced Event Coordinator/Marketing Manager. I am dedicated to utilizing my skills to help organizations enhance their brand awareness, cultivate lasting customer relationships, and create a lasting impression.

Some of my notable achievements include:

- Managing social media for an Emmy Award-winning voice actress.
- Successfully promoting a virtual met gala through digital marketing, resulting in 300+ attendees and \$100,000+ raised to support women in need during the Covid pandemic.
- Leading a social media marketing campaign for Zipcar at UC Santa Cruz, resulting in a 5% revenue increase.
- Founding a nonprofit organization that distributed over 2,000 feminine hygiene kits to individuals experiencing homelessness in Downtown LA's Skid Row.

My skill set encompasses:

- General Technical Skills: Asana, Slack, Google Suite, Microsoft Office Suite, Keynote, Pages, Zoom, iOS, Salesforce.
- Social Media Skills: Google Analytics, Google Ads, Facebook Ads, Instagram & Instagram Ads, TikTok, Facebook, LinkedIn, Snapchat.
- Design Skills: Adobe Creative Suite, Canva.
- Language Skills: English (native), Russian (native), Spanish (limited working proficiency).

Event Coordination Experience

Director of Business Development - Sasooness Law Group: 2023

- Planned and executed company events to enhance brand image and foster client relationships.
- Organized employee appreciation nights, ensuring a positive and engaging experience for the team.
- Coordinated transportation logistics for events, optimizing cost-efficiency and convenience.
- Designed and supervised decorations to create visually appealing and thematic atmospheres.

Program Manager - Santa Cruz Works: 2019

- Orchestrated monthly meetup events, catering to a diverse audience of 300+ attendees.
- Created compelling advertisements to promote events, effectively engaging the target audience.
- Designed eye-catching ads to enhance event visibility and drive ticket sales.
- Managed ticket sales, tracking revenue and ensuring smooth registration processes.
- Oversaw event setup and logistics, guaranteeing a seamless experience for attendees.

Event Assistant - Rising International: 2018

- Conducted research to identify and secure suitable venues for selling events.
- Assisted in the coordination of a virtual met gala, including participant registration and virtual platform management.
- Collaborated with team members to ensure a cohesive and successful event execution.

Volunteer Supervisor - TreePeople: 2015

- Coordinated and supervised TreePeople distribution events, focusing on providing local fruit trees to low-income communities.
- Organized evening volunteer hikes, ensuring a safe and enjoyable experience for participants.
- Strategically planned tree planting sites, taking into account environmental factors and community needs.
- Provided hands-on assistance during tree planting events, fostering a sense of community engagement and environmental stewardship.

CONTACT ME FOR INQUIRIES

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