

LAURIE ANNE (L.A.) PLAX

MARKETING & SOCIAL MEDIA EXECUTIVE / EVENTS & TRADE SHOW MANAGEMENT /
PR / PROJECT MANAGEMENT / SALES & FUNDRAISING EXPERIENCE

CONTACT

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Portfolio

www.bystagedright.com

PROFESSIONAL EXPERTISE

Brand Management
Omnichannel Strategies
Print Marketing Strategies
Digital Strategies
Social Media Strategies
Cause Marketing Strategies
Event/ Meeting Management
Corporate and Incentive
Trade Show Coordination
PR and Media Relations
A/B Testing
Asset Management
Collateral Materials
Signage Design
Website Development
Content Development
Creative & Branding
Segmentations Strategies
Niche Strategies
Budgeting, P&L Management
Sponsorship Sales
Contract Negotiation

TECHNICAL SKILLS

Project Management

Asana, Monday, ProofHub

Marketing Automation

Marketo, HubSpot, Hootsuite,
MailChimp, Zoho, Campaigner,
Facebook and Instagram Ads

Google Marketing Platform

Analytics, Trends, AdSense

Event Management

Cvent, Eventbrite, Bitrix24,
Monday

Nonprofit / Donor Software

DonorPerfect, Raiser's Edge

Website Development

Wix, Wordpress, Weebly

Design Software

Adobe Creative Suite, Canva

Microsoft Office and Teams

PROFESSIONAL PROFILE

Accomplished Global Marketing and Event Management Executive with 20+ years producing and promoting small to large-scale corporate, nonprofit and grassroots events on national and global stage. Senior Brand Manager instrumental in shaping organizations vision and mission into campaigns and go-to-market strategies. Project Manager with high-level planning and execution capabilities. Sales, Account Management and Fundraising successes exceeding quotas and targets. Recognized for building consensus in cross-functional teams and the ability to quickly build rapport with audiences, prospects, clients, donors, vendors, and colleagues. Strong communicator and engaging presenter able to perform well under pressure by being resourceful and using critical thinking skills. Collaborative and mentoring leadership style. Direct firsthand industry experience in B2B event planning, music, arts, entertainment, fashion, beauty, sports, healthcare, finance, technology, research, publishing, food manufacturing, heavy equipment manufacturing, transportation, real estate, education, NGOs, and sustainability.

WORK EXPERIENCE

Head of Event Management & Marketing

Staged Right Events & Marketing / Chicago & Los Angeles / 2009 - present
Clients include Rainforest Alliance; City of Santa Monica; California Forward; Chicago's Wrigleyville / Wrigley Field (home of the beloved Chicago Cubs!); and Duo Duo Project.

- Full-cycle management and marketing of for-profit and nonprofit client events including (but not limited to) conferences, meetings, management programs, town halls, training, retreats, incentive programs, galas, networking functions, product launches, fundraisers, and trade shows with focus on both exceptional attendee experience (UX) and building favorable brand awareness of client.
- Owned sales process including prospecting, closing contracts, to pre-planning stages through event / project post-analysis to ongoing account management.
- Analyzed innovative growth strategies, market trends and consumer/donor insights to develop omnichannel marketing strategy (branding, unified messaging, cohesive visuals, and consistent collateral, and online and offline touchpoints) that engaged target audience to "take action" such as registering, donating, reposting, etc.
- Effectively used all available marketing channels (including but not limited) to email, social media, landing pages, paid media, collateral materials, signage, and third-party partnerships to exceed goals and increase profits.
- Accountable for all event management tactical functions including budgets / P&Ls; developing RFPs; sourcing and negotiating venue and vendors contracts (BEO or catering, A/V, venues, entertainment, transportation, and staffing); designing room layouts and décor; overseeing program content; directing creative initiatives; and ensuring legal, safety and accessibility compliance.
- Created Electronic Press Kits (EPKs) for organizations /representatives for PR/ Media relations.
- Researched and recommended to clients all key national and global industry trade shows to exhibit or sponsor based on factors including access to target market, lead generation opportunities, and increased brand awareness.
- Analyzed event metrics including (but not limited to) click rates, NPS, attendee and sponsor surveys, social media mentions (pre, on-site and post-event), promo code usage and revenue and acquisition costs to present to leadership and cross-functional teams a detailed process improvement plan.
- Resourceful and knowledgeable on-site representative fully accountable for positive user experience (UX) and effective resolution of issues.
- Continuously researched latest event management trends and technologies.

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PERSONAL STRENGTHS

Strategic yet analytical
Creative
Composed under pressure
Able to prioritize effectively
Builds rapport easily with people
Excellent Speaker
Engaging Presenter
Highly organized
Problem solver
Resourceful
Enjoy working cross all levels
Approachable
Professional yet warm
Strong work ethos
Sense of humor
Willingness to travel regularly

EDUCATION

Graphic Design Certificate
Harry Truman College
Chicago IL 2009

Nonprofit Management Certificate

University of Illinois Chicago
Chicago IL 2002

BA, Political Science and Communications

University of Waterloo
Waterloo, ON Canada 1993

VOLUNTEER

Chicago Public Schools
Chicago IL 2005 – 2020

- One of few female basketball coaches in Chicago's competitive league coaching kids from under-served and marginalized areas
- Strategic Planning Committee
- Parent Action Committee Chair successfully stopping closure
- Fundraising Committee raising over \$350K per school year

Duo Duo Project

San Jose CA 2008 – ongoing

- Consultant for Marketing, PR & Media Relations Strategies

Wrigleyville Chamber of Commerce (CLMA)

Chicago IL 2008 – 2010

- Elected to Board
- Head of Marketing
- Sat on Events Committee

WORK EXPERIENCE continued

VP Marketing, Events & Sponsorship, North America Melcrum / London UK & Chicago IL / 2003 – 2008

Publisher and Conference company delivering bespoke research from Global Fortune 100 to senior internal communication and HR professionals.

- Promoted from contract Marketing & Sponsorship Sales role to ultimately VP of North America accountable for \$2+ million in revenue; budgets, forecasts, and profitability; all staffing decisions; and served as only executive team member not based in London, UK.
- Led cross-functional team of 15 of Marketing, Sales, and Conference Producers responsible for producing bi-monthly original content, multi-track conferences with workshops and networking events for 250+ executives in varying cities in addition to hosting weekly webinars with industry thought-leaders.
- Created and executed Brand Management strategy for company, NA operations, products, and conferences with goal to increase brand recognition, boost revenue, and achieve long-term business goals. by monitoring marketing trends, analyzing competitors, surveying clients, and ensuring consistent messaging across all channels.
- Developed and executed pre, on-site and post-event print and digital marketing campaigns using segmentation strategies generated from in-house database of industry leaders, speakers, sponsors, and prospects or using target market research or co-marketing and sourced lists.
- Established company sponsorship function, securing \$300K+ per year exceeded leadership in London HQ's goals and minimized risk of NA events by effectively underwriting majority of expenses.
- Negotiated contracts and managed relationships with hotels, vendors, and other key partners with goal towards preferred pricing.
- Tracked KPIs, conducted attendee surveys and shared post-event analysis and budget recap to leadership and team with process improvement suggestions.

Marketing Manager, Conferences

IQPC / Chicago IL / 2000 - 2002

Global B2B event company producing original content, multi-track conferences for senior-level professionals covering topics such as Mobile and Ecommerce Strategies, CRM, Best Practices in HR and Benefits, Corporate Social Responsibility and Leadership Strategies.

- Responsible for overall print and digital marketing strategy and budget for two to four original content, multi-track conferences each month including content curation, branding, marketing partnerships, list sourcing and database integrity.
- Traveled to conferences to manage sponsors, host networking functions, and resolve issues for positive attendee experience.

Product Marketing Manager

Marsulex / Toronto ON Canada / 1996 - 1999

Sales/Marketing firm for INCO Canada's largest nickel producer.

- Created sulfuric acid / H₂SO₄ marketing plan for key customers.
- One of four employees selected from three hundred employees and certified as ISO® environmental management systems auditor by Responsible Care®.

Database Coordinator

Procor Ltd. / Toronto ON Canada / 1992 - 1996

Canada's largest full-service railcar manufacturer and lessor.

- Oversaw data quality, list migration and segmentation strategies.
- Only non-management employee from five hundred office and plant employees trained in Kaizen (Continuous Improvement Model.)

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REFERENCES

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CAREER HIGHLIGHTS

Produced California Forward's 2023 California Economic Summit bringing over 950+ local, state, and federal government policymakers, community advocacy groups, philanthropy, academia, business and youth organizers together to collaborate on a shared "regions up" economic agenda that prioritizes – racial equity, environmental sustainability and economic growth for all Californians.

- Managed all aspects of 3-day multi-tracked conference from negotiating all venue and vendor contracts, promotion and marketing, overseeing all programming, speaker management as well as managing onsite production. Speakers included senior advisors to CA Governor Newsom – Dee Dee Myers, Secretary of Labor Stewart Knox, CalOBSA Director Tara Lynn Gray, CA Controller Malia Cohen, other elected officials, as well as CEOs and Executive Directors from private/public sectors.
- The 2023 California Economic Summit exceeded attendee revenue.

Planned and onsite management for the City of Santa Monica's Mental Health Awareness Month community events -- *Future of Behavioral Health*, bringing inspiring and top behavioral health experts together to discuss solutions related to mental health, substance use disorders, and homelessness.

Provided marketing, communication & PR expertise to global animal welfare nonprofit, Duo Duo Project, with project goal to advance their mission to end the dog and cat meat trade.

- Developed and launched strategies to drive engagement for live and online fundraisers resulting in 117% increase in donations in one year.
- Led legislative efforts including organizing press conference and rally on the Capitol of California in Sacramento and presented on Capitol Hill in Washington DC urging US lawmakers to pass House Resolution 401 (H.Res.401) urging nations to end dog meat trade.
- Reality TV star Lisa Vanderpump, from *Real Housewives of Beverly Hills* co-presented which garnered significant media coverage in *People*, *Daily Mail*, *Washington Post*, on Bravo TV and other major print and online outlets.
- H.Res.401 passed in November 2017 with 152 co-sponsors!
- Change.org petition to build awareness has 5+ mil signers including celebrities and other high-profile people. Honored by Change.org as most signed petitions ever.

Contracted by Rainforest Alliance (formerly UTZ Certified) to manage marketing projects and trade show calendar in NA.

- Developed inclusive marketing strategy promoting Education, Health, Safety and Farming Methods training for coffee, cocoa and tea farmers and families who achieved certification in sustainable farming practices.
- Custom illustrations promoted training on signage for people unable to read, translated into languages and rolled out in Central American, India, and Côte d'Ivoire, Africa.
- Produced reports for key investors including Netherlands Government on results of pilot biogas sustainability project, *Energy from Coffee Waste in Central America* using data in Spanish (handwritten) from 19 pilot coffee farms in Nicaragua, Guatemala, and Honduras.
- United Nations recognized the *Energy from Coffee Waste in Central America* project in their report *Making Certification Work for Sustainable Development: The Case of Biofuels*.
- Project won 2012 SCAA Sustainability Award and the 2010 Global Sustainable Biomass Fund.

Won citywide bid to rebrand Chicago's Wrigleyville area chamber of commerce (formerly CLMA) Designed new logo, marketing materials and member banners that hung from street poles around Wrigley Field, home of beloved Chicago Cubs.

- New logo design "wrapped" Chicago "EL" train serving Wrigley Field.
- After project, elected to Board of Wrigleyville chamber of commerce by local business owners.
- Served as Head of Marketing and on Events committee celebrated for opening *Rink at Wrigley*, first outdoor ice rink at MLB baseball stadium.
- *Rink at Wrigley* is now a major Chicago attraction with thousands of skaters annually and host to NHL and NCAA hockey games.

Won prestigious Gold Quill Award from International Association of Business Communicators for compiling data and authoring the entry, *Winning Workplace at Rolls-Royce Engine Services - Oakland CA* for client Dulye & Co.