

Julia McKenna

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PROFILE

Event and Entertainment Management graduate with experience supporting luxury and corporate events through detailed logistics, vendor coordination, budget tracking, and guest list management.

EXPERIENCE

BCA Philadelphia Philadelphia, PA

Freelance Event Assistant/Social Media Manager (January 2023 - Present)

- Managed RSVP lists and onsite registration for VIP business events.
- Executed strategic social content and helped ensure high-quality guest experience through front-of-house logistics.

Doc Events Branchburg, NJ

Event Planner/Social Media Manager (January 2025 – February 2026)

- Managed Cvent logistics and vendor coordination for pharmaceutical conferences, including sourcing budget compliant venues and accommodations.
- Contributed to guest experience by curating pre and post-event communications and RSVP tracking.
- Designed and implemented a cross-platform social media strategy, increasing visibility.
- Led CRM sales strategy focused on acquiring new clients and driving business growth.

Casa Innovación New York, NY

Event Manager (August 2024 – September 2024)

- Created and executed run-of-show documents and on-site logistics for live events.
- Managed event inventory, collaborated with partners, and coordinated media coverage to elevate brand presence.
- Oversaw event budgets, processed invoices, and tracked expenditures to ensure alignment with financial goals.

Hollywood Pop Gallery New York, NY

Summer Intern (May 2024 - August 2024)

- Tracked vendor payments, managed invoices, and supported budgeting in line with luxury event standards.
- Oversaw client-facing communications and ensured vendor deliverables.

The Sport and Governance Association Philadelphia, PA

Director of Event Management (September 2023 – January 2025)

- Oversaw the full event planning cycle for community events, including vendor sourcing, scheduling, and guest outreach.
- Supervised and delegated tasks while managing event timelines and follow-up reporting.

EDUCATION

Temple University Philadelphia, PA

School of Sport, Tourism, and Hospitality Management **Expected Graduation:** May 2025

Bachelor of Science in Event and Entertainment Management **GPA:** 3.7

Raritan Valley Community College Branchburg, NJ

Associate of Arts in Liberal Arts **Graduated:** May 2022

GPA: 3.9

SKILLS

- OS Platforms: Macintosh OS X, Windows, IOS.
- Event Management Platforms: Cvent, Salesforce, Project Spark, Social Tables, SmartSheet.
- Applications: Microsoft Office, Microsoft Excel.

VOLUNTEER

Somerset County 4-H Sheepfold Somerset, NJ

Club Secretary (January 2016 - August 2022)