

## PROFESSIONAL EXPERIENCE

### AETNA/CVS HEALTH

#### **sr. project manager/corporate event planner** (January 2019 - Present)

Oversee and facilitate all aspects of meeting planning from site selection, vendor negotiation, program agenda, event registration, marketing, onsite staffing and post-event reporting. Work on multiple national meetings, large-scale conferences and incentive events for a variety of stakeholders simultaneously. Plan the scope of the event, including its time, location, and cost. Work in tandem with Meeting Managers to coordinate travel, lodging and expenses for participants traveling to meetings. Direct and advise Destination Management Organizations on meeting goals and objectives to ensure the best possible outcome. Responsible for \$3M annual budget.

### GAYLORD OPRYLAND RESORT & CONVENTION CENTER, MARRIOTT INTERNATIONAL

#### **internal events manager** (September 2017 - December 2018)

#### **on-property graphic design manager** (June 2013 - September 2017)

Over six-years experience concepting and executing wide array of creative for Gaylord Opryland's *A Country Christmas*. Clients: *The Radio City Rockettes, Dreamworks Animation, Dr. Seuss Enterprises, John Wayne Enterprises, Peanuts, Diamond Rio, Larry Gatlin, Restless Heart and Lorrie Morgan*. Leader on the team that won *Marriott Hotel of the Year, Eastern Region*. Storyboard and translate ideas to a creative team of vendor partners and event designers. Disseminate information across an array of channels to engage and retain over 3,500 employees. Accountable to deadlines and comfortable working in a high-pressure environment with competing demands. Onsite contact and coordinator for internal events. Responsible for all event properties utilized at shows (design, storage, etc.) Adept presenter at weekly orientation to 10-50 new employees. Advise senior executives of developments when needed. Book venues, vendors and coordinate with venue staff as needed. Make catering arrangements. Work with travel manager to ensure hotel and travel accommodations are confirmed and communicated. Work with appropriate in-house technology staff. Provide follow-up feedback to improve attendee experience. Recipient of two Values Awards (2014, 2016) awarded to only 5-10 employees each quarter who are caught living out the company's core values.

### DURIK ADVERTISING, SANI PROFESSIONAL INC.

#### **art director** (January 2012 - June 2013)

Production of marketing collateral; design company websites, conception and execution of advertising and marketing campaigns, deliver high-end creative while adhering to brand standards. Creation of trade show booth signage, design of direct mail literature, newsletters and internal communication pieces, prepare artwork for print production and/or digital publications; aggressively stay on top of design trends and industry standards.

## PROFESSIONAL CERTIFICATIONS

CERTIFIED MEETING PROFESSIONAL (CMP)  
Events Industry Council » December 2020

## EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY  
Mass Communications, Advertising » Art Direction  
Bachelor's of Science » 2004