

SPENCER SUMMER

462 Kral Rd.
Dana Point, CA 92629

summer@cox.net
555-555-5555

Qualification Profile

- ❑ Highly accomplished **Event Coordinator** with extensive experience in diverse areas of event planning, meeting planning, marketing, and public relations.
- ❑ Proven success planning all aspects of events as well as meetings including budgeting, contract negotiation, guest planning, catering, site selection, entertainment, and vendor management.
- ❑ Excellent leadership abilities concerning event management initiatives.
- ❑ Adept in managing creative efforts involving marketing, promotions, and public relations.
- ❑ Technical proficiency in Microsoft Office, Visio, and Exhibittrak.

Professional Background

Mania Events – Calabasas, CA (2006 – 2012)

Corporate Planner

Communicated with clients and vendors on a regular basis. Developed and implemented innovative social media and marketing strategies.

- ❑ Played a key role in all facets of corporate planning within the organization.

Racing Industry – Laguna Beach, CA (2003 – 2005)

Trade Show / Event Coordinator

Spearheaded event management functions for the annual trade show. Managed all facets of RFPs, budgets, rooming lists, catering, multimedia, entertainment, and staffing. Handled budget management functions and prepared cost analysis reports for all events. Served as the primary liaison between all vendors, convention center, and visitors' bureau staff. Played a key role in creating exhibitor contracts, establishing booth guidelines, and developing service manuals. Designed and distributed marketing collateral to all trade show exhibitors and attendees.

- ❑ Maintained full responsibility for producing, coordinating, and marketing the annual trade show, which included over 45,000 attendees and 4,000 exhibitors.
- ❑ Provided leadership and direction to all events at the trade show, which encompassed the grand opening event as well as exhibitor and industry receptions.
- ❑ Organized and marketed a racing event at Irwindale Speedway with 6,500 race fans in attendance, which was broadcast on the Speed Channel.
- ❑ Executed all operations of the racing event including staffing, multimedia, ticket sales, opening and closing ceremonies, sponsorships, and vendor relationship management.

Banking USA – Irvine, CA (1999 – 2003)

Meeting / Event Planner

Created themes, centerpieces, and unique designs for all events. Designed a group logo used by 8 regions and the training department for all correspondence. Prepared RFPs for meeting sites, negotiated contracts, created budgets, handled catering functions, and coordinated travel logistics for attendees.

- ❑ Managed all aspects of meeting planning for the recognition program involving the Consumer Bank group, which consisted of 187 financial banking centers.
- ❑ Coordinated an event for over 800 employees during a 3-day period at 2 separate venues.
- ❑ Arranged recognition luncheons for 600 staff, which included award and gift selection.

Hollywood Nights – South Coast Metro, CA (1994 – 1999)

Public Relations / Event Planner

Led public relations functions on a daily basis. Wrote and distributed all press releases. Developed themes and agendas for all staff meetings as well as events. Provided high level of support to the Regional Director responsible for 19 units.

- ❑ Managed all areas of event planning associated with press conferences, celebrity events, movie premiere dinner events, blood drives, and Inner City Games charity events.
- ❑ Coordinated the participation in more than 40 off-site events including Newport Beach Film festivals, several charity events, and concert venues.

Education

Bachelor of Arts in Communications, English, & Writing Composition (1993)

California State University, Fullerton