

# MELISSA SMITH

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## DIRECTOR, CORPORATE EVENTS MANAGEMENT

### Strategic Event Management & Assessment • Multimillion Dollar Budgeting & Allocation

### Contract Negotiations • Event Marketing Strategy & Deliverables

*Award-winning, well-respected Corporate Events Director who delivers small and large-scale corporate events that are aligned with company business development, client satisfaction goals and budgetary parameters.*

Driven, bottom-line focused Corporate Events Management Executive with more than 15 years of proven success planning and executing memorable corporate events. Skilled orchestrator of global programs, trade shows, special events, and conferences. Exceptional event strategist who motivates team to deliver events supporting company objectives through expert-level logistics, planning, budgeting, service contracting, marketing communications, and sponsorship fulfillment. Talented cross-functional leader accustomed to senior-level roles requiring diplomacy and confidence necessary to resolve crises through judicious decision making.

### Signature Professional Strengths:

- Sponsorship Sales
- Strategic Planning
- Social Media Initiatives
- Project Management
- Internal Events
- Global Reach Events
- Site Selection
- Process Improvement
- VIP/Executive Events
- Staff Training & Development
- Large-Scale Events (>2,500 Attendees)
- Speaking Talent & Extramural Events
- Reward/Presidents Club Events
- Live/Recorded Event Content Streaming
- Post-Wrap Research and Follow-Up

### HIGHLIGHTED SUCCESSES

- Developed campaign which increased YoY customer and channel partner attendance at 2015 Tech Leader Summit conference by 10%
- Delivered attendee combined satisfaction Top 2% score of 82 (higher than industry average, 80) for 2015 Tech Leader Synergy
- Met aggressive recruitment targets for 2015 Tech Leader Summit with an attendance of 2,189 channel partners and 4,289 total attendees
- Partnered with Tech Leader BI team to open Synergy SKU which was added to product deals and drove approximately \$1M in revenue to fund Tech Leader Synergy in 2015

### PROFESSIONAL EXPERIENCE

#### **Tech Leader, Inc.** (Fort Lauderdale, FL)

2001 – Present

*A leader in virtualization and mobility technologies with \$3B+ in annual revenues. Provides application and desktop virtualization, networking, and software-as-a-service (SaaS) technologies.*

#### **Director, Corporate Events** (2014 – Present)

#### **Senior Manager, Corporate Events** (2010 – 2014)

Promoted to Director in 2014. Lead conference, event and trade show operations from initial conception, strategy, and goal setting through planning, execution and post-show follow-up. Provide visionary leadership to produce, market and grow Tech Leader signature corporate partner and customer events. Manage \$25M annual budget, 4 on-site employees and 2-3 virtual teams (15-20 individuals). Develop and manage analytical, data driven processes to measure event/conference results. Negotiate key contracts and vendor selection. Develop strategic plans to deliver memorable, attendee-focused events that meet strategic initiatives including two signature events, Tech Leader Summit (TechLeadersummit.com) and Tech Leader Synergy (TechLeadersynergy.com), with events having significant impact with sales pipeline development and acceleration. Monitor budget line items to ensure a positive Return-on-Investment (ROI).

- Tripled conference exposure through live video streaming and on-demand video coverage
- Spearheaded strategic plans to enhance conference offerings to drive additional conference registration including instructor-led and self-paced hands-on learning labs, Solutions Demo Sandbox, online media

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programming, Services Pavilion, Lunch Table Tech Chats and community volunteer activity; *Result:* Increased attendance and attendee satisfaction ratings

- Developed key event advisory board to gain insight from customers, partners, and event sponsors on program development with goal of exceeding industry standards and audience expectations
- Earned Tech Leader Corporate Marketing Peer Recognition Award (2011) and Tech Leader Corporate Marketing Consumer Best Practices Award (2012)

#### **Manager, Events** (2004 – 2010)

Served as point person managing high-visibility programs including Tech Leader iForum (now Synergy) and Sales Summit corporate events (Tech Leader Booth, Solutions Expo and Sponsorship, Breakout Sessions, Hands-On Labs). Managed internal shareholder meetings and Tech Leader Family Day programs.

- Earned Tech Leader MVP Award in 2005 – one of 25 honorees company-wide

#### **Events Manager** (2001 – 2004)

Managed executive, regional and roadshow events promoting Tech Leader brand which drove additional partner and customer engagement along with sales pipeline development and acceleration.

#### **Retail Corporation** (Delray Beach, FL)

1998 – 2001

*Premier provider of customer focused enterprise solutions for the multi-channel retail industry. Provides solutions to enable companies to grow in the multi-channel retail environment.*

#### **Corporate Events Manager**

Managed company's trade show marketing program and annual client conference (>500 attendees) efforts. Handled all strategic planning, implementation and on-site executive for various company events, trade show initiatives and annual client conference which included event curriculum, logistics and marketing. Supported marketing initiatives to develop corporate website, marketing and sales collateral materials and client cast studies.

- Conceptualized and implemented plan to grow company's trade show marketing program with goal of growing business; *Result:* Grew from 2 shows to 46 US events a year.

#### **EDUCATION/CONTINUING EDUCATION**

**Bachelor of Science Degree in Public Relations**, University of State College (Gainesville, FL)

College of Journalism and Communications; *Minor:* Interpersonal Communications

**Tech Leader Certified Sales Professional**, Tech Leader Systems (Fort Lauderdale, FL)

**Design Thinking Bootcamp: From Insights to Innovation**, Stanford University (Palo Alto, CA), 2012

**Looking Glass Experience Program**, Center for Creative Leadership (Greensboro, NC), 2007

#### **PERFORMANCE AWARDS**

**Tech Leader Corporate Marketing Consumer Best Practices Award**, Q3, 2012

**Tech Leader Corporate Marketing Peer Recognition Award for Outstanding Performance**, Q2, 2011

**Tech Leader MVP Award (company-wide award; one of 25 in company)**, 2005

- One of 25 individuals honored by Executive Leadership for impact on Sales' goals/revenue growth

#### **PROFESSIONAL AFFILIATIONS**

**Corporate Event Marketing Association (CEMA), Meeting Professionals International (MPI)**

#### **COMMUNITY INVOLVEMENT**

**Active Volunteer representing Tech Leader Systems, Inc.**, 2008 – Present

- Assisted with Habitat for Humanity, Feeding South Florida and Women in Distress initiatives

#### **SOFTWARE/TECHNOLOGY SKILLS**

Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), MS SharePoint, SAP, Workday, Social Media (Facebook, Twitter, Instagram, LinkedIn), Mobile Event Apps