

NAME, MBA

xxxx | City, State xxxxx
(xxx) xxx - xxxx | xxxx@gmail.com | www.linkedin.com/xxxx

Events Management - Conference & Program Planning

Company Events, Community Programs, Entertainment Productions, Corporate Fundraisers

*Talent Acquisition
Strategic Partnerships
Program Management
Corporate Sponsorship
Event Logistics Planning
Venue Pricing Negotiation
Onsite Event Management
Event Budgeting & Forecasting
Exhibitor / Vendor Relationships
Integrated Marketing Campaigns*

Visionary Event Planner with more than three years of experience - planning and coordinating various professional events and programs. Proven ability to arrange and manage large scale entertainment productions from inception to completion.

Successful track record of creating venues and planning agendas - in alignment with event objectives. Exceptional ability monitoring of event activities onsite to ensure compliance, satisfaction of participants, and resolution of any problems that arise.

Proven ability to establish and maintain strategic relationships - Liaison with key community leaders, corporate partners, vendors, suppliers, exhibitors, and internal associates to ensure events revenue and brand identity objectives.

Technical Proficiency - Microsoft Office - Word, Excel (V-lookup, H-lookup, Pivot Tables, Macros), Outlook; SAP, Business Objects, SharePoint, Webex, Final Cut Pro

CAREER HIGHLIGHTS

Texas Instruments, Inc., Dallas, TX - 2012 to Present

Global Asset Management Analyst | Community Involvement and Outreach Chair

Global Asset Management Analyst - Sales and Marketing Division. Responsible for creating sales plans and forecasts for distributors, tracking quarterly financials, and presenting market trends to senior management. Perform quarterly travel to distributor locations and international team locations to ensure best methods are being executed correctly and in alignment with company goals. Determine if contract guidelines are being followed and if any revisions are needed.

—Program and Event Planning Achievements—

Black Employee Initiative/ Community Involvement and Outreach Chair (01/2012 - Present) - Manage event planning for the Texas Instruments Black Employee Initiative that includes leading team discussions and presentations with Senior Level Management to plan company programs. Coordinating all logistics related to venue and speaker acquisition including contract negotiations, travel, accommodation planning, and onsite support. Cultivation of relationships with diverse internal and external stakeholders including vendors, exhibitors, attendees, volunteers, and senior management. Planning and executing advertising and marketing strategies that include creating flyers, internal newsletter distribution, and generating outside interest through professional networking at external social events.

- **Recognized for being the most supportive corporate partner** able to effectively present ideas and programs to VP & Executives and successfully ensure ongoing management of top Diversity Corporate Community Service Accounts.
- **"Project Still I rise" Non-Profit Organization** - Continuously establish relationships with community leaders and coordinate STEM (Science, Technology, Engineering, and Mathematics) programs designed to educate 66 at risk students in the Dallas area.
- **Susan G Komen Race Fundraiser** - Led fundraising efforts to help raise breast cancer awareness and money to help find a cure. Planned and implemented company marketing and advertising strategy to the community that led to the program exceeding projected fundraising goal by 2X more than projected.
- **Junior Diabetes Research Foundation (JDRF) Fundraiser** - Led fundraising efforts to raise funding for JDRF by developing a cultural awareness event called "A Taste of Diaspora", designed to educate employees about different cultural backgrounds. Event included different types of food samples from around the world. Fundraiser exceeded anticipated goal by 3x and was crowned the best employee initiative event of the year.
- **Employee Finance and Operations Initiatives** - Designated to create events that educate Texas Instruments internal finance and operations community over various topics and help employees do their job more efficiently. Responsible for creating presentations; scheduling Senior Management presenters; distributing internal marketing to employees at all levels including company executives; attending networking events to solicit event interest; and post-program survey evaluation.

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Urban League of Greater Dallas Young Professionals, Dallas, TX 2009 to Present

Member | Membership and Event Planning Chair

ULGDYP / Member - Responsible for aiding in providing the critical skills and resources necessary to enable all citizens to secure economic self-reliance; and ensure that our youth are well educated and prepared for economic self-reliance in the 21st century.

—Program and Event Planning Achievements—

ULGDYP / Membership and Event Planning Chair (08/2010 - 12/2012) - Responsible for member recruitment and retention; coordinating member quarterly training; managing committee member personal and professional development; and build partnerships with business leaders and owners to develop and implement community programs.

- **Increased non-profit organization paid membership by 133%** - ULGDYP Organization consisted of 75 paid members and after my tenure membership grew by 133% to over 175 paid members.
- **ULGDYP Annual Fundraising Talent Show (11/2010 and 11/2011)** - Successfully planned and executed ULGDYP Fundraiser with a starting budget of \$300 to produce a live production that generated over \$3000.00 in revenue. Utilized efficient methods and timely delegation of task to reduce cost without compromising on the production quality.
- **Successfully cultivated relationships with external donors and sponsors** that included State Auto Insurance Companies; All Tex Insurance Group; Bamboo Leasing; Antiach Christian Church; ONLI Boutique; Parker Trichology Centre & Hair Salon; Roy Bingham Insurance; NSBE; Urban Financial Services coalition, NAAI. Program received food, clothing and monetary donations that was able to provide for over 50 families.

Texas Instruments, Inc., Dallas, TX - 2011 to 2012

Production Business Manager | National Black MBA Conference Recruiter

Production Business Planner - Responsible for managing \$2MM customer order backlog each quarter and ensuring production deadlines met customer demand. Coordinated EDI/JIT (Just In time) training program for business group and presented product specific training to planning team. Selected as Created process that organized WW files and communications more efficiently.

—Program and Event Planning Achievements—

National Black MBA Conference Recruiter (09/2011 - 10/2011) - Coordinated the college recruiting process with University Relations to screen and select quality candidates and managed business unit manager's feedback.

- Worked company corporate booth at college job fairs to screen over 50 potential candidates for interviews. Led to the selection of 10 qualified candidates. Earned a reputation for saving the company time and money with accurate talent assessments.

Texas Instruments, Inc., Dallas, TX - 2010 to 2011

Financial Reporting Cost Analyst

Financial Reporting Cost Analyst - Responsible for analyzing costs in order to improve factory operations efficiency and creating low cost alternative recommendations. Worked with domestic & international finance team to build relationships and align facilities cost. Partnered with various personnel across the organization including the engineering team to identify cost saving areas and ensure new alternatives met quality engineering team compliance standards

EDUCATION

Texas A&M University, Commerce, Texas - Masters of Business Administration, 2012

University of North Texas, Denton, Texas - Bachelors of Business Administration, Financial Services, 2008

PROFESSIONAL AFFILIATION

Toastmasters, Member - 2009

National Black MBA, Member - 2011

ULGDYP, Membership and Event Planning Chair - 2009-2012

Alpha Kappa Psi Professional Business Fraternity, Member- 2006-Current

Texas Instruments- Black Employee Initiative, Co-Chair & CIT Chair -2011-Current

Texas Instruments- Finance and Operations Knowledge Team, Member - 2010-Current