

TSQUARED CONSULTING

New York, New York • (908) 827-1782 • results@tt2consulting.com



RESULTS-FOCUSED MARKETING MANAGER

Self-motivated and proactive marketing professional with a proven track record of creating, strategizing, marketing, and flawlessly executing profitable events that engage customers, inspire purchase, and create loyal and motivated advocates with the ability and skill set to provide forward-thinking leadership in a team environment.

CORE COMPETENCIES

- Event Planning & Execution
- Vendor & Client Management
- Direct Marketing Techniques
- Sales Support
- Program/Agenda Creation
- Project Management
- Customer Relationship Management
- Budget Management & Cost Control

PROFESSIONAL EXPERIENCE

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| NETJETS INC. A BERKSHIRE HATHAWAY COMPANY (NEW YORK, NEW YORK) | 2003 - 2014 |
| MANAGER, EVENTS MARKETING | 2011 - 2014 |

Key member of event marketing team responsible for executing 70-80 events annually for over 20,000 high-net worth clients, prospects, and strategic business partners that build brand awareness, strengthen valuable partnerships, and meet the strategic objectives set by the marketing and sales organization.

- Spearheaded all planning activities from concept to execution for events with up to \$5,000,000 budgets.
- Managed individual category budgets while achieving \$150,000 in cost savings.
- Directed event logistic including registration and set-up, hotels, booths, Owner receptions, guests lists, conference accommodations, presentations, and itineraries both remotely and onsite.
- Maintained in-depth project plans including detailed tasks lists, contact lists, deadlines, and budgets.
- Tracked and analyzed event results and trends, then prepared post-event reports for sales and marketing leadership; developed recommendations to improve feedback received from event attendees.
- Partnered with sales and business development teams to research event opportunities and develop strategies to increase attendance at events.
- Worked with creative team to develop marketing and promotional materials in support of lifestyle and financial partnership programs and events including the iconic Warren Buffett/Steve Wynn Annual Poker Tournament, Roger Federer Tennis Clinic, Art Basel, and the Masters.

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| EVENTS COORDINATOR | 2008 - 2011 |
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Provided critical support on a national level to the events team on top priority events for current and perspective clients and partners. Promoted to Manager, Events Marketing.

- Responsible for coordinating ticket agreement and distribution, parking, and catering for all sporting events and concerts.
- Provided VIP-level concierge service to senior management and top-level clients at events such as the Lebron James movie screening and the Jonas Brothers national tour.
- Managed RSVP list development and management, negotiated and ordered catering, oversaw the check-in process at various events and managed inventory of premium merchandise.
- Coordinated the ordering and distribution for all marketing collateral, event signage, and premium merchandise for events.

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| SALES AND MARKETING ANALYST | 2003 - 2008 |
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Performed research and provided insights regarding the market, trends, competitors, potential and existing customers, and current campaigns.

- Worked with the sales executives in developing sales strategies in tandem with marketing department.
- Helped formulate plan and objectives for marketing program to support the launch of new several aircraft.

EDUCATION

Bachelor of Arts in Political Science | 2007
Rider University, Lawrenceville, NJ

COMPUTER & DATABASE SKILLS

Microsoft Word, Excel, PowerPoint, Access, Visio, Outlook, and Salesforce