

Maureen M. Candidate

1234 Main Street
Chicago, IL 54321
Phone: 765-432-1000
Email: sugarmomma@sbcglobal.com

CAREER SUMMARY

Innovative manager with ability to develop and produce successful meetings and events which communicate organization's mission and goals. Distinguished by exceptional diplomatic sensitivity in balancing business priorities with staff management on multiple projects. Accomplishments demonstrate marketing abilities, creative design, developmental organization, strong leadership, management skills and strategic planning. Produced cost effective and profitable events. Certified in Web Commerce on e-commerce technologies and strategies.

PROFESSIONAL EXPERIENCE

Family Office, Oak Park, IL 2005 to 2007
Office Manager and Executive Administrative Associate
Organized a start-up family business office. Assisted president in day to day operations of several Foundations .

Meeting and Special Events Consulting, Chicago, IL 1995 to 1998 & 2000 to 2005
Consultant
Directed, planned, produced and marketed events for corporate and association clients.
Great Foods; Nabisco; BP-Amoco; SBC-Ameritech; COMMON and AISC's North American Steel Construction Conference among others.

College of American Physicians, Northfield, IL 1998 to 2000
Senior Manager, Meeting Management and Travel Services
Negotiated 300 annual meetings and managed a staff of 6. Established and directed \$2.5 million on-site travel function.

Great Foods, Glenview, IL 1990 to 1995
Manager, Meeting and Convention Planning
Expanded and developed position to produce diverse projects impacting 65,000 employees of a \$30 billion company. Partnered with upper management in designing, marketing and directing events which strengthened company vision and strategic goals.

Society for Management Development, Alexandria, VA 1985 to 1990
Manager, Meeting and Conference Planning
Directed staff of 7 to develop, market and implement successful citywide conventions, and over 20 management and training meetings annually for largest professional management resource organization in world.

Central Broadcasting Company, Springfield, IL 1983 to 1985
Director, Trade Shows and Conferences, Publishing Division
Produced and marketed 5 annual trade shows of international scope. Established revenue producing series of profitable workshops for giant in multimedia broadcasting and publishing.

TECHNICAL SKILLS AND TRAINING

Hands on experience or strategic familiarity with the following technologies:

ECOMMERCE/INTERNET:	HTML, HYPERTEXT, XML, COLDFUSION, DREAMWEAVER
DATABASE:	MS ACCESS 2000/7.0
SOFTWARE/APPLICATIONS:	MS OFFICE 2000 (EXCEL, WORD, POWERPOINT, OUTLOOK, MS FRONTPAGE, VISIO, WORDPERFECT
OPERATING SYSTEMS/SERVERS:	WINDOWS 95/98/00/NT/XP
NETWORK/PROTOCOLS:	HTTP, TCP/IP

Completed an intensive and comprehensive program covering emerging E-Commerce technologies & strategies. The 10-week program provided an introduction to all essential technical and business aspects of doing business on the World Wide Web. Using the Web as a platform to deliver solutions to business opportunities was highlighted.

Topics included: Web technology infrastructure; E-Commerce market structure; client and server-side technologies; web retailing; supply chain management technologies; ERP and the Web; data mining and warehousing; security; digital payment systems; Web site effective analysis. Earned a Certificate in Web Commerce from DePaul University. *June, 2000*

Experience with web based housing, travel and registration companies (and systems), supporting good business practices while allowing time saving efforts for the participants.

SELECTED ACCOMPLISHMENTS

Event Design and Production

- Directed operations and marketing of 5 technical trade shows attended annually by 50,000. Realized revenues in excess of \$3,000,000: median profit increase of 35% annually.
- Negotiated, contracted, and managed numerous suppliers producing multiple \$6,000,000 national sales meetings, with 4 month production schedules. Worked in tandem with internal resources and top management to develop and communicate goals and expectations.
- Managed department producing citywide convention with \$2,000,000 budget. Exhibited 300 companies in over 400,000 net square feet. #2 revenue producer with noteworthy increases each successive year.
- Arranged 4,000-person company event presentation by top management. In 1 month, secured site, transportation, communication, production and food and beverage elements.
- Managed 20,000 square foot sales and marketing exhibit at largest U. S. food show.
- Managed department of 8, developing budget of \$1,500,000, arranging logistics for 300 annual certification seminars attended by 32,000 which produced company profitability.
- Directed 2 annual city-wide conventions with staff of four. Budget in excess of \$3 million.

Communication

- Established strategic direction for delivering president's quarterly programs with creative multimedia approach with ongoing communication.
- Participated in President's 5 person cross-functional task force on Reward and Recognition to improve employee morale. Recommendations were implemented company-wide.
- Developed and implemented systematic and comprehensive promotional campaigns for both trade shows and conventions which maximized potential attendance.
- Developed and organized complete communication plan for annual \$3,000,000 incentive program. Plan established an ongoing club, which reinforced winner's behavior throughout year and motivated other employees to work toward recognition.
- Negotiated numerous contracts with theaters, convention centers, hotels, production companies, decorators, catering houses and other suppliers, which resulted in cost effectiveness and quality results and services.

Administration

- Centralized all sales training programs by establishing position, which exclusively managed all activities involved.
- Restructured and centralized previously disparate meeting planning department serving staff of 75. Managed staff of 6 people.
- Inaugurated training program for on-site administrators resulting in superb service to association members during seminars.
- Realized immediate company savings of 30% to 50% on air travel by consolidating meeting related travel into group rates for functionally controlled events. Estimate savings of over \$2,000,000.
- Established corporate travel policies as member of cross-operating company team, determined and negotiated transient air travel contract netting 10% reduction of airfare with major carrier.
- Implemented on-site travel function, consolidating significant volume of traffic with savings of 30 to 50%. Wrote and monitored travel policies and procedures.

Systematizing

- Creatively expanded and grew meeting planner resource to include \$12,000,000 event budget. 400% increase from start of position.
- Developed and implement education programs for trade, working with staff executives and publishers to recruit industry leaders. Increased visibility of company as leader as well as generating profit.
- Strategically reorganized and consolidated marketing efforts for 40 trade shows which substantially reduced costs and improved impact.
- Developed and managed over 200 annual meetings and special events which exceeded internal customers' goals and outcomes.

EDUCATION

BS, Michigan State University, Retailing and Business Administration

CMM, Michigan State University

Certification – Web Commerce Program, DePaul University

PROFESSIONAL AFFILIATIONS

Association of Female Exhibition Managers

International Association of Exposition Managers

Meeting Professionals International

Society of Corporate Meeting Planners