Key Skills in Event Management:

- **Strategic Planning & Execution**: I lead events from concept to completion, developing event strategies that align with brand goals. My approach ensures that every event element, from venue selection to program content, serves the overall PR objectives.
- **Vendor & Stakeholder Coordination**: I manage all aspects of vendor relations, including negotiating contracts, coordinating logistics, and ensuring smooth collaboration between all parties involved. My strong organizational skills help streamline communication and avoid last-minute issues.
- **Media & Influencer Engagement**: I design events that attract key media and influencers, ensuring maximum exposure and coverage. From sending targeted invitations to coordinating press materials, I ensure the brand's message reaches the right audience.
- **Brand Representation**: Every event is an opportunity to showcase a brand's personality and values. I work closely with clients to ensure their brand is represented consistently across event touchpoints, from décor and branding to event scripts and giveaways.
- **Crisis & Contingency Management**: I am adept at managing unexpected issues during events, such as logistical challenges or last-minute changes. My crisis management skills ensure quick problem-solving, maintaining the event's professionalism and flow.
- **Post-Event Follow-up**: I understand that an event's success extends beyond the day of execution. I manage post-event follow-up, including sending out press releases, engaging with attendees, and analyzing media coverage and attendee feedback for future improvement.

Notable Achievements:

- Successfully managed a product launch event for Duke and Dutchess attracting several key media outlets and macro influencers, resulting in a 40% increase in media coverage and social media engagement.
- Coordinated a Grand Reopening event for Bark Fifth Avenue resulting in 70% brand visibility growth and extensive coverage in Simply Buckhead Magazine, Buckhead Life, Atlanta Pet Life and others.