

ABOUT:**PROFESSIONAL EXPERIENCE:**

10/1/2010 – Present

Principal/Event Consultant, Socialize Event Planning & Management, Des Moines, IA

Owner and sole employee of Socialize, an event planning and management company. Clients include Iowa Health System, 3E, the American Parkinson's Disease Association, Walter G. Anderson, Inc., Architectural Wall Systems, Winefest and various private events.

- Develop relationships and market business to attract potential clients for event planning and consulting services.
- Communicate effectively with vendors, clients and potential clients in order to exceed client expectations in planning and executing a range of events. Projects have included:
 - 1,000 attendee, one-day conference with general session and breakouts. Oversaw speaker communication and logistics, venue coordination, continuing education credit tracking, volunteer recruitment and management, registration operations and assisted with website content.
 - A ten-year anniversary party with over 150 attendees. Coordinated site set-up, rentals, entertainment, catering, décor, speakers and timeline creation.
 - Coordination of chefs, deliveries, venues, rentals needs and set-up for Winefest's Saturday Sessions, a day of cooking demonstrations; and Prima Dinners, five high-end dinners that occur simultaneously in one night.
- Serve as the sole brand ambassador for the company through development of the website and collateral materials and by attending networking events.
- Manage day-to-day operations including bookkeeping and marketing

9/1/2010- 10/1/2011

Event Coordinator (part-time), Des Moines Area Religious Council, Des Moines, IA

Coordinated third party food drives and fundraising events and planned signature events for the Emergency Food Pantry network in Greater Des Moines.

- Created third party event guidelines and agreement
- Collaborated on development of Bow Ties & Bowls gala, a celebration of DMARC's 50th Anniversary year. Helped to develop concept, managed vendors and communication, developed timelines and executed day-of event.
- Assisted Food Pantry Committee with annual Soup Supper and Open Studio events. Established new procedures to improve efficiency of events.

4/4/2008-8/30/2010

Events Manager, Kum & Go, L.C., West Des Moines, IA

Responsible for delivering desired outcome from internal meetings and events.

- Planned internal events including receptions, conferences, all-company activities and executive retreats.
- Responsible for all details start to finish, including proposal, location and vendor selection, entertainment, décor, menu and logistics.
- Balanced priorities and needs of all departments involved in events.
- Built relationships with various vendors to ensure they are aware of expectations of Kum & Go events and delivered according to those expectations.
- Negotiated contracts in order to meet proposed budget guidelines.

4/4/2005 – 4/1/2008

Development Manager, National Multiple Sclerosis Society, Clive, IA

Directed fundraising events that generated approximately \$831,000 over three years.

- Effectively managed all elements of the MS Walks and Bike Rides, creating a significant revenue increase. MS Walk revenue increased by 68% and MS Bike Ride revenue grew by 60%.
- Built strong support and strategic relationships within the community including businesses, individuals, donors and vendors.

PROFESSIONAL EXPERIENCE: (CONTINUED)**Development Manager**, National Multiple Sclerosis Society, Clive, IA

- Led office staff through merge with another chapter. Assisted members across the state with the transition; maintaining key relationships.
- Managed the Development Coordinator, oversaw Des Moines office staff and operations.
- Served as spokesperson for the MS Society in the Des Moines area and across the state.
- Assisted leadership with overall campaign strategic planning, budgeting and hiring

6/23/2003-4/1/2005

Sales and Marketing Coordinator, LaMair-Mulock-Condon Co., West Des Moines, IA

Responsible for providing support to 28 Account Executives and developing marketing materials used to brand regional insurance brokerage with over 1700 clients.

- Placed branded advertising in several publications and wrote two 30-second radio spots.
- Developed database and procedures for tracking monthly prospect activity of Account Executives.
- Launched training and activation procedures for a website provided to over 300 clients.

VOLUNTEER ROLES:**Winefest Grand Cru** – Committee member (Winefest 2013, Winefest 2014)**Friends of the Iowa Commission on the Status of Women** – Vice President of Events & Fundraising (10/2011 - present)

- Plan and promote annual Women You Know, Women You Want to Meet events and the Iowa Women's Hall of Fame Luncheon.
- Involved in strategic planning of the Friends of ICSW Gender Balance Initiative. A project to help local boards and commissions achieve gender balance by identifying women in their communities with the skills and potential to serve.

Young Professionals Connection – YPC Board - Social Media Coordinator (2013), New Member Ambassador (2/2012 – present), Social committee (1/2011 – Present)**Social Media Club of Des Moines** – Secretary (June 2012 – September 2013), Programming Director (2011)

- Was part of a small group that worked to re-establish SMCDMS after the organization faltered. SMCDMS has become an official chapter, established bylaws and began regular programming and events.

Des Moines Metro Opera – 2014 Wine & Food Showcase Chair, 2013 Wine & Food Showcase Co-chair (11/2012 – 2/2013), Wine & Food Showcase committee (11/2011 – 2/2012), Cabaret Night Live committee (4/2011 – 6/2011)**Art Noir** – Bad Dreams Ball committee (8/2010 – 10/2010)**EDUCATION:**

5/17/2003

Bachelor of Arts in Journalism and Mass Communication and Psychology, University of Iowa**OTHER:**

Greater Des Moines Leadership Institute – Class of 2014

Community Connect: Mentors Inspiring Success – Inaugural Class of 2013