

MARY DAVIS

General Manager

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United States, Lawrence, MA, 3789 Huntz Lane, 01840



PROFESSIONAL SUMMARY

Results-driven and dedicated entertainment industry professional with 7 years of experience in General Management. Achieved a 20% increase in attendance and revenue through innovative marketing strategies. Recognized for establishing and maintaining key stakeholder relationships and leading teams to improve staff productivity.

EDUCATION

2014 - 2018

Bachelor of Arts in Business Administration

University of Massachusetts / United States, Amherst

GPA 3.6

SKILLS

- Marketing and Promotions Expert
- Event Planning and Execution Expert
- Contract Negotiation Expert
- Budgeting and Financial Management Expert
- Strategic Planning Expert

LANGUAGES

- Spanish (Advanced)

HOBBIES

- Dancing
- Traveling
- Surfing

EXPERIENCE

2021 - Now

General Manager

LiveCity Entertainment / United States, Lawrence, MA

- Orchestrate a 20% increase in attendance and revenue through innovative marketing strategies.
- Foster positive team dynamics, resulting in a 15% improvement in staff productivity.
- Successfully manage a budget of \$1.5 million, ensuring optimal resource allocation and fiscal responsibility.

2018 - 2020

Event Manager

EventPros Management / United States, Boston, MA

- Led day-to-day operations, resulting in a 25% increase in ticket sales and brand visibility.
- Negotiated contracts, optimizing cost-effectiveness and delivering a 30% improvement in value.
- Implemented inventory management procedures, reducing waste and improving efficiency by 15%.

CERTIFICATIONS

Certified Event Manager (CEM), IAEE