



Event Agency Director

Tina Smith

Professional summary

Dynamic and results-oriented Event Agency Director with over 15 years of experience in orchestrating high-profile events, managing large teams, and driving business growth. Adept at strategic planning, budget management, and client relations, with a proven track record of delivering exceptional events that exceed client expectations.

Experience

Event Agency Director

2018 - Now

Innovative Events / Davenport, IA

- Spearhead the planning and execution of over 500 successful events ranging from corporate conferences to large-scale public festivals.
- Increase annual revenue by 35% through the development and implementation of innovative event concepts and marketing strategies.
- Lead a team of 25 event planners and support staff, fostering a collaborative and high-performance work environment.
- Cultivate strong relationships with key clients, resulting in a 40% increase in repeat business.

Senior Event Manager

2014 - 2018

Premier Event Productions / Davenport, IA

- Directed the planning and execution of high-profile events for Fortune 500 clients, including product launches, trade shows, and gala dinners.
- Developed comprehensive event plans, including timelines, budgets, and resource allocation.
- Coordinated with vendors, venues, and contractors to ensure seamless event execution.
- Trained and mentored junior event planners, enhancing team efficiency and productivity.

Event Coordinator

2009 - 2014

Event Solutions Group / Davenport, IA

- Handled logistics, including venue selection, contract negotiations, and vendor management.
- Provided on-site event support to ensure smooth operations and client satisfaction.

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Davenport, IA

Education

Bachelor of Arts in Event Management

2006 - 2010

University of Iowa

Iowa City, IA

Skills

Leadership ◆◆◆◆◆

Strategic Planning ◆◆◆◆◆

Project Management ◆◆◆◆◆

Negotiation ◆◆◆◆◆

Team Building ◆◆◆◆◆

Public Relations ◆◆◆◆◆

Presentation Skills ◆◆◆◆◆

Awards

Event Director of the Year (2023)

Languages

◆ French (Advanced)