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# LAURIE FELLEZS

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## Planner of Meetings, Conferences, Trade Shows and Events

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### Summary

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- Seasoned professional skilled at strategically and creatively organizing and managing events of all sizes and types. Professional and calm under pressure and successful in managing multiple staff and projects, my experience enables me to consistently keep deadlines, goals, and budgets on track. Experience in MS Office, AutoCad, Hootsuite, Google Docs, Twitter, Facebook, MS CRM, Instagram, Adobe Acrobat, Constant Contact and more. Additional experience includes non-profit work, travel planning, creative writing, and blogging.

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### Work History

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Jan 2010 - Present

Marketing, Project Management, Special Events, Customer Service

*Independent Contractor for Meetings, Trade Shows, & Events, Nationwide*

Project Manager for meetings, conferences, trade shows, special events, and major data-cleanup project. Onsite set-up and management of concert. Manage floor plans and sponsorships, and event informational documents. Produce post-show analysis. Submit RFPs. Provide assistance in site selection, contract negotiations, hotel block management. Liaison for speakers, sponsors, venue, staff, and volunteers. Customer service rep. Manage booth design and company participation in trade shows. Design and edit marketing collateral. Manage social media outreach. Budget creation and management.

*Clients: NexxtShow Exposition Services, Pcubed, Columbia University, Plannernet, Logistic Innovations, EG Events, Champion Exposition Services*

*Key Accomplishments*

- *Hired multiple years by clients to do numerous events*
- *My broad experience allows me to jump in at any point in planning process, assess the needs, determine a successful course of action to attain goals.*
- *Temp position at Pcubed extended to a year to manage national database-restructuring team and assist in creation of best practices for account management of over 40,000+ global contacts.*

Mar 1999 - Aug 2009

Associate Director of Event Operations

*United Business Media, San Francisco*

Managed teams of staff, vendors, and venues in coordinating all logistics for trade shows, meetings and conferences (of 100 - 16,000 attendees) from conception to completion. Developed and managed operations budgets for various shows (up to \$2M). Created and managed sponsorships and sponsors' deliverables. Built and maintained long-lasting relationships with suppliers, exhibitors, sponsors, and staff. Submitted and evaluated RFPs and performed site and venue inspections. Negotiated hotel, special event, and vendor contracts. Managed floor plans using AutoCad

*Key Accomplishments*

- Increased revenue opportunities by improving selling tools and processes, and creating new sponsorship opportunities

- Recommended budget changes, saving several thousand dollars without sacrificing event quality
- Developed, revised, and managed interdepartmental processes to successfully manage time and expenses
- Promoted twice within the department

## Skills

### Event Planning and Management

Produced trade shows and meetings, determining and managing all logistics on multiple shows from conception to post-show analysis.

### Budget Creation and Management

Created and managed event budgets up to \$2M

### RFP Submission and Site Selection

Regularly prepared and submitted RFPs for hotels. Often times worked with CVBs or Sales Managers for desired space/rates

### Contract Negotiations

Negotiated contracts for vendors, hotels, event space.

### Non-Profit Work

Worked for four years as a meeting planner/office manager for the Astronomical Society of the Pacific in San Francisco. Ran the 20-person office as well as organized and produced their annual five-day meeting which consisted of a scientific symposium, a teacher's workshop, and an expo and conference. Increased revenue and attendance.

### Blogging/Writing

Started a blog to share my experiences in New York and while recently living nine months in Japan. Also, post my travel and humorous essays here: [www.lauriefellezs.com](http://www.lauriefellezs.com)

### Volunteer and Staff Management

Managed volunteers and staff throughout event process on multiple shows

### Vendor and Sponsor Relations

Managed the deliverables for successful sponsorships and built relationships with vendors and sponsoring companies.

### Project Management

Managed the successful completion of project schedules and teams for events from 100 - 16,000 attendees

## Education

1995 - 1996

Professional Certificate

*San Francisco State University Extended Education*

Certificate of Completion of Event Management

1992 - 1994

BA in Geography

*San Francisco State University*

Graduated cum laude