

MJ

Morgan Johnson

Trade Show and Exhibits Coordinator

CONTACT



(555) 444-5555



email@example.com



LinkedIn | Portfolio



Indianapolis, IN

KEY SKILLS

- Booth design coordination
- Budget tracking
- CRM lead capture
- Event negotiation
- Floorplan logistics
- Promotional strategy
- Vendor management
- Trade show operations

EDUCATION

Bachelor of Arts in Business
Communication | Ball State
University, Muncie, IN | May 2016

ABOUT ME

Trade show and exhibits coordinator with seven years of experience planning, executing, and promoting booths at industry events. Proven ability to manage budgets, vendors, and on-site logistics while capturing qualified leads. Delivered consistently high ROI for large-scale trade appearances.

PROFESSIONAL EXPERIENCE

TRADE SHOW COORDINATOR | ARROWPOINT SYSTEMS
JANUARY 2019 - PRESENT

- Organized 15+ annual exhibits at national conferences, increasing lead capture rates by 40% year over year
- Designed booth experiences including demos, branded signage, and giveaways, resulting in 3x average engagement compared to previous years
- Negotiated exhibit fees, rentals, and service costs, saving an average of \$18,000 annually across event spend

MARKETING EVENTS ASSISTANT | SYNCTECH MEDICAL
JUNE 2016 - DECEMBER 2018

- Supported logistics and shipping coordination for global trade events with 5,000+ attendees
- Assembled exhibitor packets and managed pre-show briefings, improving internal readiness and minimizing delays
- Helped track leads and integrate with CRM post-show to support follow-up conversion

CERTIFICATIONS

- CERTIFIED TRADE SHOW MARKETER (CTSM) | EXHIBITOR | AUGUST 2022