



# CASEY DAVIS

## Marketing and Events Coordinator

### CONTACT



(555) 456-8901



email@example.com



LinkedIn | Portfolio



San Diego, CA

### KEY SKILLS

- Campaign planning
- Contract negotiation
- Email marketing
- Event logistics
- Registration platforms
- Social media content creation
- Salesforce
- Webinar tools and platforms

### CERTIFICATIONS

- Certified Meeting Professional (CMP), Events Industry Council, October 2022

### ABOUT ME

Marketing and events coordinator with five years of experience executing branded experiences, digital campaigns, and partner activations. Adept at managing vendor relationships, driving audience engagement, and reducing costs through strategic planning. Delivered over 40 events that enhanced brand visibility and stakeholder satisfaction.

### PROFESSIONAL EXPERIENCE

#### Marketing and Events Coordinator

Pacific Wellness Group | January 2021 - Present

- Planned and executed 20+ annual events including webinars, trade shows, and wellness fairs, with average attendance growth of 40% year over year
- Led event promotion strategy across email, social media, and paid channels, resulting in a 50% increase in registrations and engagement
- Negotiated with 30+ vendors to secure services and reduced total event costs by 18% without sacrificing quality or turnout

#### Marketing Assistant

Stratus Outdoor | May 2018 - December 2020

- Supported brand campaigns at pop-up events and local sponsorship activations, improving product trial engagement by 60%
- Created collateral such as flyers, signage, and branded merchandise to support experiential marketing goals
- Gathered and analyzed post-event survey feedback, generating insights that improved future experiences and increased repeat attendance

### EDUCATION

Bachelor of Arts in Public Relations

San Diego State University, San Diego, CA | May 2018