



CONTACT INFORMATION



(480) 555-0146



caleb.whitfield@example.com



Tempe, AZ

KEY SKILLS

- Event registration
- Splash
- Marketo
- Notion
- Vendor coordination
- Shipping and 3PL
- On-site check-in
- Budget tracking under \$50K
- Travel logistics
- Slack

CALEB WHITFIELD

Event Manager

Event coordinator with two years supporting B2B webinars, regional roadshows, and customer dinners. Comfortable owning the RSVP funnel, vendor checklists, and on-site signage. Strong on follow-through and detail in pre-event week.

PROFESSIONAL EXPERIENCE

2023 - Present

Event Coordinator | Thresholdale SaaS, Tempe, AZ

- Support 6-8 field marketing events per quarter, handling registration, swag, badge production, and shipping.
- Owned logistics for an executive dinner series of 14 events, hitting an average attend rate of 72% of registrants.
- Cut shipping costs by switching to a regional 3PL after a quick vendor bake-off in Q2.
- Built a vendor contact directory in Notion that the broader marketing team now references.

2022 - 2023

Marketing Events Assistant | Cinderhall University Alumni Office, Flagstaff, AZ

- Assisted on 9 alumni reunion weekends, including a homecoming event for 1,200 guests.
- Handled name badge production, welcome kits, and check-in stations across 3 simultaneous venues.
- Tracked donor RSVPs in Raiser's Edge and flagged VIP travel needs to the events director.

EDUCATION

B.S., Marketing, Northern Arizona University, 2022