

MARISOL QUINTERO

Event Planner Coordinator

Event planner with 5 years running B2B conferences and incentive trips for SaaS and healthcare clients. Owns full event lifecycle from RFP through reconciliation, with budgets up to \$850,000.

CONTACT INFORMATION



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Phoenix, AZ 12345

KEY SKILLS

- Cvent end-to-end
- Hotel and venue contract negotiation
- Budget management (\$150K to \$850K)
- Sponsor and exhibitor sales support
- BEO and pre-con management
- Salesforce reporting
- Concur expense reconciliation
- Team mentoring
- Risk and force majeure review

PROFESSIONAL EXPERIENCE

EVENT PLANNER | SAGUARO MEETINGS & INCENTIVES, PHOENIX, AZ 2022 – PRESENT

- Plan 12 to 15 events per year including a SaaS user conference for 700 attendees at the JW Marriott Desert Ridge.
- Manage budgets between \$180,000 and \$850,000 and consistently close out 6 to 9% under projected spend.
- Source venues, negotiate F&B minimums, and review hotel contracts for force majeure and attrition language.
- Run the sponsor experience for a healthcare client, growing sponsor revenue from \$215,000 to \$389,000 across two years.
- Coach two coordinators on BEO reviews and pre-con meetings.

MEETINGS COORDINATOR | COBALT RIDGE STRATEGY PARTNERS, TUCSON, AZ 2020 – 2022

- Coordinated quarterly client advisory boards and sales kickoffs for groups of 40 to 220.
- Booked 60+ speaker travel itineraries per year and processed honorarium payments through Concur.
- Built post-event ROI reports comparing pipeline generated to event spend, used by sales leadership in QBRs.
- Saved roughly \$34,000 annually by moving from a third-party registration vendor to in-house Cvent.

EDUCATION

- B.S. Marketing, Arizona State University, 2020 |
- Certified Meeting Professional (CMP), 2023 |