



SASHA MIRELES

Event Manager

Event manager with 6 years producing customer summits, partner conferences, and field marketing programs across North America. Run budgets in the \$600K-\$900K range and manage 2-3 direct reports. Strong on vendor negotiation, run-of-show, and post-event attribution reporting.

Contact Information



(401) 555-0173



sasha.mireles@example.com



Providence, RI 12345

Education

B.A., Communications, Providence College, 2019

CMP (Certified Meeting Professional), Events Industry Council, 2023

Key Skills

- Cvent
- Splash
- Salesforce reporting
- Marketo
- Budget ownership \$600K-\$900K
- Vendor negotiation
- Run-of-show authoring
- Speaker management
- Sponsorship sales support
- Team management (2-3 reports)
- Attribution reporting

Professional Experience

EVENT MANAGER | QUILLSTEAD SOFTWARE, PROVIDENCE, RI 2022 – PRESENT

- Lead a 3-city customer summit series with an annual budget around \$825K and average NPS of 64.
- Manage 2 event coordinators and a rotating cast of agency partners during peak season.
- Renegotiated a multi-year AV master agreement, saving roughly 18% on rental line items.
- Tied pipeline reporting to events in Salesforce, surfacing \$4.1M in sourced opportunity last fiscal year.
- Run quarterly post-mortems with sales and product marketing to set the next cycle's theme.

EVENT MANAGER, FIELD MARKETING | BRENNOW ANALYTICS, WORCESTER, MA 2020 – 2022

- Owned 22 regional roadshow stops in 9 months, averaging 80-110 qualified attendees per city.
- Built the first standard run-of-show document used across all FMM-led events.
- Coordinated with 4 sales regions to align target accounts and seating plans.
- Hit cost-per-attendee target of \$385 against a \$450 plan.

SENIOR EVENT COORDINATOR | LINDENFORTH ASSOCIATIONS, HARTFORD, CT 2019 – 2020

- Supported a 1,400-attendee annual meeting in Nashville, handling speaker logistics and CE credit tracking.
- Managed the call-for-papers platform and onboarded 65 speakers across 3 tracks.
- Reduced printed program costs by moving to a mobile-first agenda.