



ADAEZE OKONKWO

Event Planner Coordinator

Senior event planner with 11 years leading global user conferences, executive summits, and multi-city roadshows. Built and managed teams up to 9 planners and event budgets exceeding \$4.2M annually. CMP and DES certified.

CONTACT INFORMATION



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Minneapolis, MN 12345

EDUCATION

B.A. in Hospitality and Tourism
Management, University of Wisconsin-
Stout, 2013

Certified Meeting Professional (CMP),
Events Industry Council, 2018

Digital Event Strategist (DES), PCMA,
2021

KEY SKILLS

- Global event portfolio strategy and roadmap planning
- Multi-million dollar budget management and forecasting
- Vendor sourcing and master services agreement negotiation
- Cvent, Bizzabo, and Marketo event tech stack administration
- Executive summit and user conference production (1,000+ attendees)
- Sponsorship sales and ROI measurement
- Cross-functional leadership with sales, marketing, and product

PROFESSIONAL EXPERIENCE

SENIOR EVENT PLANNER | NORTHWIND ANALYTICS, MINNEAPOLIS, MN 2020 – PRESENT

- Own the global event portfolio of 42 events per year across North America and EMEA, including the flagship Northwind Summit for 2,400 attendees.
- Manage a \$4.2M annual program budget and a team of 6 planners and 3 coordinators.
- Delivered a 23% increase in qualified pipeline from field events in 2023 by rebuilding the executive dinner series with sales leadership.
- Negotiated a 3-year master services agreement with a global AV partner, locking in pricing and avoiding an estimated \$310,000 in inflation increases.
- Lead crisis playbook updates after a 2022 weather cancellation, including travel reimbursement guidelines and virtual fallback formats.

EVENT MANAGER | BRIGHTLINE SOFTWARE, SAINT PAUL, MN 2017 – 2020

- Managed the company's first user conference, growing attendance from 380 to 1,150 over three years.
- Built sponsor packages that generated \$725,000 in revenue at the 2019 event, offsetting 41% of total event cost.
- Ran 14 regional roadshow stops per year across 9 cities with a 2-person team.
- Implemented Cvent and Marketo integration so registration data flowed to sales within 24 hours of each event.

EVENT PLANNER | HARVEST CREATIVE AGENCY, MADISON, WI 2014 – 2017

- Planned brand activations and product launches for CPG and outdoor apparel clients with budgets of \$90,000 to \$620,000.
- Led on-site teams of 8 to 14 contractors at festivals including Summerfest and the Minnesota State Fair.
- Reduced average vendor payment cycle from 45 days to 18 by rebuilding the invoice intake process.
- Pitched and won a 2-year experiential contract worth \$1.3M for a regional grocery client.

- Team leadership and planner mentorship
- Crisis management and contingency planning
- Pipeline attribution and field marketing analytics
- Contract review and risk mitigation
- Hybrid and virtual event delivery

EVENT COORDINATOR | LAKESHORE CONFERENCE CENTER, MILWAUKEE, WI

2013 – 2014

- Coordinated 90+ on-property events per year, from weddings to corporate trainings.
- Served as day-of contact for clients and managed banquet captains across morning and evening shifts.
- Reviewed BEOs with chefs and AV leads to catch errors before guest arrival.
- Promoted to Event Planner after 14 months.