Victor Ramos

EVENT MARKETER

Los Angeles, CA (323) 555-0179 victor.ramos@email.com linkedin.com/in/victorramos

Summary

Event marketer with 6 years of experiential marketing and event planning in Southern California, producing 60+ brand activations, trade shows and pop-ups a year. Handles vendor management, budget management, staffing and lead capture, with hands-on leadership on event days. Punctual and outgoing, with a focus on customer service and clear communication with clients and guests.

Skills

- **Event Planning**
- **Experiential Marketing**
- **Brand Activations**
- **Trade Shows**
- **Vendor Management**
- **Budget Management**
- **Lead Capture**
- **Microsoft Excel**
- **Customer Service**
- **Communication**

Experience

Event Marketer 03/2023 - Present

Sunset Experiential Agency Los Angeles, CA

Experiential agency producing tours and pop-ups for consumer brands.

- Produce **60+** brand activations, sampling tours and pop-ups a year for beverage, beauty and tech clients.
- Manage event budgets of $25K to $400K, keeping 95% of programs on or under budget in 2025.
- Hire, schedule and brief teams of up to 40 brand ambassadors, cutting staff no-shows to under 3%.
- Negotiate with venues, rental vendors and city permit offices, saving clients $85K in 2025.

Event Coordinator 06/2020 - 02/2023

Harbor Live Events Long Beach, CA

Event production company for trade shows, festivals and corporate events.

- Coordinated logistics for 45 trade shows and festivals a year, from booth freight to load-in schedules.
- Built lead capture forms and post-event reports showing 30,000+ leads collected for exhibitors.
- Managed run-of-show for corporate events of 200 to 2,000 guests, with on-time starts at every event.
- Sourced and booked AV, catering and staffing vendors for 3 account managers in Microsoft Excel trackers.

Education

Bachelor of Science in Business Administration 05/2020

California State University, Long Beach Long Beach, CA

Marketing