Samantha Reyes

EVENTS MANAGER

New York, NY
(212) 555-0115
samantha.reyes@email.com
linkedin.com/in/samanthareyes

Certificates

Certified Meeting Professional (CMP)
Events Industry Council
09/2020

Digital Event Strategist (DES)
PCMA
03/2023

Skills

Event Management
Event Planning
Project Management
Budget Management
Contract Negotiation • Cvent
Excel • PowerPoint
Microsoft Office Suite
Leadership

Summary

Events manager with 9 years in corporate meetings and media conferences in New York, leading a team of 4 that produces 35 events a year. Owns a $4.2M budget, negotiates venue and hotel contracts and runs project management for every program. Reports attendance and sponsor results to leadership in PowerPoint. Holds the CMP and DES credentials.

Experience

Events Manager 01/2022 - Present
Hudson Financial Forum New York, NY

Events manager for a financial media company producing conferences and executive dinners.

- Lead a team of 4 producing 35 events a year, including a 2,500-attendee annual summit.
- Own a **$4.2M** events budget and negotiate venue and hotel contracts, saving $310K in 2025.
- Manage project plans for every event in Excel, hitting all 35 launch and on-site dates in 2025.
- Report attendance, sponsor ROI and survey results to leadership in PowerPoint after each event.

Senior Event Planner 06/2017 - 12/2021
Midtown Meetings Group New York, NY

Planner at a meetings agency serving pharmaceutical and finance clients.

- Planned 40+ corporate meetings and incentive trips a year for pharmaceutical and finance clients.
- Sourced venues in 12 cities and managed hotel room blocks of up to 900 room nights per program.
- Set up Cvent registration and onsite badging, cutting check-in wait times to under 3 minutes.
- Mentored 3 coordinators in event planning, and each was promoted to planner.

Education

Bachelor of Science 05/2015
New York University New York, NY
Hospitality and Tourism Management