Brianna Lewis

Events Specialist

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SUMMARY

Events specialist with 6 years in corporate and virtual events, now running event management for 25 field marketing events a year and a 2,000-person user conference. Builds Cvent registration sites, tracks a $1.4M budget in Excel and reports pipeline results to sales leadership after every program.

EXPERIENCE

Events Specialist

05/2023 - Present

Cascadia Software Group

Seattle, WA

Events specialist on the marketing team of a 1,500-employee software company.

- Own event management for 25 field marketing events a year, from 40-person dinners to a 2,000-person user conference.
- Build Cvent registration sites and email flows, growing user conference sign-ups 27% year over year.
- Track a **$1.4M** events budget in Excel and close every quarter within 2% of plan.
- Measure pipeline from each event with sales operations and present results in quarterly reviews.

Event Coordinator

06/2020 - 04/2023

Elliott Bay Meetings Group

Seattle, WA

Coordinator at a meetings agency that moved from virtual to hybrid programs.

- Produced 60+ virtual and hybrid events, keeping average attendee ratings above 4.5 of 5.
- Led event coordination with AV, catering and venue partners for 15 in-person meetings after 2021.
- Drafted run-of-show documents and speaker briefs in Word for every program.
- Organized travel for 120+ speakers a year, booking flights and hotels within budget.

SKILLS

Event Management

Event Coordination

Project Management

Cvent • Excel • Word

Microsoft Office Suite

Budget Tracking

Vendor Management

Written and Verbal Communication Skills

EDUCATION

Bachelor of Arts

06/2020

University of Washington

Seattle, WA

Communication

CERTIFICATES

Certified Meeting Professional (CMP)

Events Industry Council

11/2024