

# Deborah A. Lawrence

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## MEETING PLANNER / TRADE SHOW SPECIALIST

Self-motivated, proactive, and accomplished **Event Planner** with 4+ years of experience coordinating trade shows and meetings. Recognized for being a talented, valuable asset with independent work abilities requiring minimal supervision. Demonstrated success making operational decisions to deliver maximum benefit to company.

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## CORE STRENGTHS & ABILITIES

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|---------------------------|-------------------------------|--------------------------|
| * Trade Show Coordination | * Global Trade Show Planning  | * Budget Management      |
| * Project Management      | * Exhibit Process Development | * Contract Negotiations  |
| * Customer Service        | * High-Impact Presentations   | * Distributor Management |
| * Strategic Planning      | * Team Building / Leadership  | * Market Analysis        |
| * Inventory Tracking      | * Vendor Management           | * Product Marketing      |
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## CAREER QUALIFICATIONS

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- Demonstrated talent working through marketing department to plan, coordinate, and facilitate exhibits, meetings, and events effectively promoting company and products.
  - Dedicated team player able to collaborate cross-functionally with sales organizations and vendors.
  - Documented record of meeting every deadline in planning and executing meetings and exhibits.
  - Proficient in QuickBooks, MS Word and Excel, and 10-key by touch.
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## RELEVANT EXPERIENCE

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**ABC Healthcare** – San Diego, CA ..... 1999 – Present  
**Corporate Marketing Trade Show Specialist (01/04 – Present)**

- Manage \$1.8M global trade show budget for XYZ Technologies, ABC Products, and LMN Medical while coordinating all trade show activities, including travel arrangements, meeting rooms, receptions, binder preparation, and meal planning.
- Recruited to assist with coordinating the 2002, 2003, and 2004 National Sales Meetings. Resolved production company's mistake in securing too few hotel rooms for 2002 event by negotiating with off-site hotel to provide rooms and transportation, and with on-site hotel to release additional rooms.
- Assist with establishing strategic marketing plans to achieve product/service objectives.
- Exceeded budget reduction goal of \$500K and achieved \$515K in reduced costs by authorizing meetings justified after personally scrutinizing each planned meeting.
- Negotiate lower room rates as well as reduced banquet and meeting space; orchestrate catered function from conceptualization to execution (receptions, meetings, and incentives).
- Instituted product checklist to ensure proper product functioning at trade shows; proactively evaluate quantity of products needed to ensure trade show success.
- Authored trade show specialist policy and procedure job description and job process.
- Collaborate with off-site vendors to develop graphic designs giving booth French Quarter look for The American Association of XYZ Care annual show held this year in New Orleans.

### **Marketing Coordinator (05/01 – 01/04)**

- Coordinated 25 trade shows per year nationwide for ABC subsidiaries, ABC Products and LMN Medical, with responsibility encompassing booking space, executing documents, transporting freight in and out, presenting product demonstrations, securing contractors, and setting up and tearing down space.

### **Sales Administrator (11/99 – 05/01)**

- Offered full-time employment after three-month temporary assignment to organize four trade shows in 2001 while supporting the sales organization with correspondence creation, contract and proposal development, national and international distributor list maintenance, worldwide sales information dissemination, and shipped product reports.

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## ADDITIONAL EXPERIENCE

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**Smith Temporary Services** – Palm Desert, CA ..... 1999 – 2000  
**Administrative Assistant / Sales Administrator**

- Charged with two temporary positions as administrative assistant and sales administrator.
- Received offer of full-time, permanent employment after three months of outstanding performance at ABC Healthcare.

**Jones Temporary Services** – Palm Desert, CA ..... 1995 – 1999  
**Administrative Assistant / Customer Service and Sales Representative / Bookkeeper**

- Completed multiple temporary assignments in administration, customer service, sales, and bookkeeping.

**Greene Temporary Services** – Palm Desert, CA ..... 1997 – 1999  
**Administrative Assistant / Customer Service and Sales Representative / Bookkeeper**

- Managed fast-paced office functions including database file maintenance, order transference and tracking, credit card processing, customer service call response, computer software and office equipment troubleshooting, inventory control, and shipping and receiving.
- Conducted bookkeeping, A/P, A/R, and daily balancing for five checking accounts.

**Able Temporary Services** – Palm Desert, CA ..... 1995 – 1997  
**Administrative Assistant, Sales and Marketing**

- Conducted administrative support functions including personal and phone reception, typing, correspondence creation, mail processing, A/P, A/R, and tracking sales and commissions.
- Sourced, shipped, and received products through major manufacturers.
- Served domestic and international clients by writing and processing orders.

**Jackson's, Inc.** – Thousand Palms, CA ..... 1993 – 1995  
**Customer Service Representative**

- Provided quality sales and customer service through ordering, invoicing, tracking received merchandise, and problem resolution.
- Administered financial functions encompassing A/R, past due accounts, credit application processing, bank history compilation, reference checks, and communication of credit status and approval to customers.

**Baker Computer Systems** – Buena Park, CA ..... 1991 – 1993  
**Sales / Marketing Coordinator**

- Disseminated sales information to 19 distributors throughout the United States, England, and Australia, maintained sales records, and shipped computer systems information to potential customer worldwide.
- Performed administrative duties including filing, typing, phone reception, and inventory control.

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## EDUCATION

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**Certified Trade Show Marketer Program (CTSM)** - EXHIBITOR PUBLICATIONS, INC.

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## AWARDS

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**Certificate of Achievement for Participation in EXHIBITOR Show 2004 Educational Curriculum**  
THE NATIONAL CONFERENCE FOR EXHIBIT AND EVENTMARKETING – 2004

**Best of Show;** AMERICAN ASSOCIATION OF RESPIRATORY CARE – 2002