

Alyssa Serio

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Event Management Professional

Project Management

Vendor Relations

Travel Coordination

Budgeting

Office Operations

Administration

Client Relations

Customer Service

Degrees: BA, Marketing, Delta State University

Technologies: Google Suites, Microsoft Office, Mailchimp, Canva, Slack, Google Sketchup, Desk.com, Trello, Paycom

Industries: Event Management, Hospitality, Retail, Customer Service, Production, Finance, Administration, Accommodations, Ticketing, Site Operations

WORK HISTORY

Production & Operations Manager

(2020 - 2021)

UG Strategies, Durham, NC

- Produced 11 COVID compliant ticketed events "Live! In The Lot"
- Created COVID compliancy event plan implemented at each "Live! In The Lot" show
- Coordinated "Live! In The Lot" event budgeting and financing
- Advanced and communicated show date logistics within weeks of the event for all 11 shows, 18 total crew members, and 250+ event guests
- Hired, trained, and managed 20 total FOH event staff
- Designed a 3D scaled venue layout for both movies and concerts
- Managed HR and payroll administration for up to 7 full-time employees
- Managed 2020 employee payroll and company taxation

Production Assistant

(2016 - 2020)

Sixthman, International Seas

- Assisted guests and affiliates board over 45 festivals at sea
- Managed and assisted in all areas of embarking and debarking on 45+ events
- Assisted tour and production manager on over 25 cruises

- Planned and led build/tear down on 15 events of the onboard production office

Seasonal Travel Coordinator

(2018 - 2019)

Sixthman, Atlanta, GA

- Organized and booked over 950 flights and 500 hotel rooms in 2 months for different crews aboard 11 back to back festivals at sea
- Coordinated travel needs with over 50 separate departments and outside vendors
- Set and communicated each policy and procedure of event travel

Event Coordinator & Executive Assistant

(2016 - 2019)

Owl-O-Ween Hot Air Balloon Festival, Kennesaw, GA

- Managed and assisted with on-site logistics of 3 annual Owl-O-Ween Hot Air Balloon Festivals throughout 4 years
- Supported the set-up, orientation, and breakdown of over 50 sponsors, 10 vendors, and 15+ hot air balloons

RFID Event Tech

(2014 - 2019)

Front Gate Tickets, Nationwide

- Supervised on-site box offices and ticketing staff providing an exemplary customer service experience for 100's of customers daily at over 30 contracted festivals
- Participated in the build of 100's on-site RFID scan points and daily programming of RFID scanners and handhelds for up to 4 days before the event start date

ADDITIONAL EXPERIENCE

➤ Certifications

- **Materials Handling and Storage** **(2020)**
OSHA Education Center and American Safety Council
- **Pandemic Compliance Advisor for Meetings and Event Professional** **(2020)**
Health Education Services
- **COVID-19 Contact Tracing** **(2020)**
John Hopkins University
- **COVID-19 Compliance Officer** **(2020)**
Health Education Services