

# LISA JORDAN

CONVERSE, TX 78109

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## Objective & Summary

*I seek a position that will allow me to make a meaningful & lasting impact while also utilizing my years of experience. I have an extensive background in brand marketing ambassadorship, special events, & conference management representing top-tier brands & clients. My years of high-level experience, service history, genuine passion, & great ability to connect with people has helped me to forge & nurture lasting relationships within the industry.*

✂ brand model ✂ ambassador ✂ multifaceted creator & facilitator ✂ event planner & coordinator ✂ spokesperson ✂ writer



## Education and Training

Start Date	Completion Date	Issuing Institution	Location	Degree Received	Course of Study
08/1998	06/2002	John Carroll University	University Heights, OH	Bachelor's Degree	Business Administration & Communications

Completion Date	Issuing Institution	Location	Degree Received	Course of Study
08/2021	HubSpot Academy	Cambridge, MA	Inbound Certification	Inbound Business Methodology

## Certifications

Certificate Number	Issuing Institution	Location	Certificate Received	Course of Study
9555332	TABC on the Fly	Dallas, TX	TX Alcoholic Beverage Commission Seller Training Certificate	TABC approved Seller Training Program

## Magnetic Butterfly Management, LLC:

### TECH CONFERENCE EXECUTED FOR THE CLIENT: CSI CX2

#### 2024 Sales Conference

4/15/2024

-JW Marriott San Antonio Hill Country Resort & Spa  
23808 Resort Parkway / San Antonio, TX 78261

#### ROLES:

- Group Escort \*\*\* Transportation Coordinator

### AMBASSADOR EVENT EXECUTED FOR THE CLIENT: MotoGP

#### Red Bull Grand Prix

4/12/2024—4/14/2023

Brand Besties

Circuit of the Americas

9201 Circuit of the Americas Blvd / Austin, TX

#### ROLES:

- Brand Ambassador \*\*\* Guest Services Coordinator

### TECH CONFERENCE EXECUTED FOR THE CLIENT: Ellucian

#### 2024 Conference

4/5/2023—4/10/2023

-Henry Gonzalez Convention Center

900 E Market St. / San Antonio, TX 78205

#### ROLES:

- Conference Session Time Manager \*\*\* Badge Registration

### AMBASSADOR EVENT EXECUTED FOR THE CLIENT: USAA Financial & Insurance Company

#### Christmas Stocking Event For Soldiers

11/29/2023--11/30/2023

Team

Dynamix/Chariteams

-USAA Corporate Office

9800 Fredericksburg, Rd. / San Antonio, TX

#### ROLES:

- Brand Ambassador \*\*\* Event Services Coordinator

### TECH MARKETING CONFERENCE EXECUTED FOR THE CLIENT: AfroTech

#### 2023 Conference *(the largest conference of Black tech entrepreneurs consisting of multiple dates at various locations)*

10/31/2023—11/4/2023

-Austin Convention Center

500 E. Chavez St. / Austin, TX 78701

-Republic Square Park

422 Guadalupe St. / Austin, TX 78701

-ACL Live at the Moody Theater

310 W Willie Nelson Blvd. / Austin, TX 78701

- ROLES: Conference Session Manager \*\*\* Trainer of Event Services Staff \*\*\* Line Coordinator

## AMBASSADOR & SPOKESPERSON EVENTS EXECUTED FOR THE CLIENT: Uncle Nearest Premium Whiskey

(Ongoing Ambassadorship & Spokesperson role consisting of multiple dates & locations)

4/2/2024	-Uncle Nearest Neat Pour Tasting event Kirby Steakhouse 123 N. Loop 1604 E. / San Antonio, TX 78232
3/27/2024	-Yelp's Black Badge Elite Event "Whiskey in a Tea Cup" sponsored by Uncle Nearest Tupelo Honey Southern Kitchen & Bar 5981 High Point Dr. / Las Colinas (Irving), TX 75039
3/10/2024	-HBCU Student & Alumni Meet & Greet event sponsored by Uncle Nearest Premium Hilton Austin 500 East 4 <sup>th</sup> St. / Austin, TX 78701
2/28/2024	-Uncle Nearest Premium Brand Tasting event The Rusty Nail 15122 Potranco Rd / San Antonio, TX 78245
2/19/2024 & 2/29/2024	-Grand Hyatt Neat Pour Tasting Event Bridgestone Conference & Minority Business Owners Expo 600 E. Market St. / San Antonio, TX 78205
2/16/2024	-Waco Faith & Film Festival Neat Pour Tasting Event 723 Austin Ave. / Waco, TX 76701
2/10/2024	-Halcyon Southtown – Speed-Dating Event 1414 S. Alamo St. / San Antonio, TX 78210
2/9/2024	-The Otis Hotel 1901 San Antonio St. / Austin, TX 78705
2/3/2024	-Titans of Tailgate Event Sunken Garden Theater 3875 N. St. Mary's St / San Antonio, TX 78212
1/13/2024	-Summit Cocktail Party—Disco Inferno Witte Museum 3801 Broadway / San Antonio, TX 78209
12/16/2023	-Women & Whiskey Unwrapped Event La Cantera Resort & Spa 16641 La Cantera Parkway / San Antonio, TX 78256
11/13/2023	-Friendsgiving Dinner Young & the Restless Event Dashi Chinese Kitchen & Bar 2895 Thousand Oaks Dr. / San Antonio, TX 78232
10/28/2023	-Bubbles, Booze, & Bites Event Ivy Hall at The Good Kind restaurant 1127 S. St. Mary's Street / San Antonio, TX 78210
10/29/2023	-Burgers, Bourbon, & Beer Event Maverick Plaza at La Villita 418 Villita Street / San Antonio, TX 78205
8/25/2023	-Whiskey Business Fundraising Event Witte Museum 3801 Broadway / San Antonio, TX 78209
7/30/2023	-Texas Package Stores Association Convention & Trade Show Henry B. Gonzalez Convention Center 900 E. Market Street / San Antonio, TX 78205

### ROLES:

- **Lead Brand Ambassador Model \*\*\* Brand Model \*\*\* Event On-Site Manager \*\*\* Guest Speaker/Spokesperson**

## **SPECIAL EVENT EXECUTED FOR THE CLIENT: Formula 1 Lenovo United States Grand Prix**

10/20/2023 - 10/22/2023

-Circuit of the Americas  
9201 Circuit of the Americas Blvd. / Austin, TX 78617

### **ROLE:**

- **Event & Guest Services Coordinator**

## **SPECIAL EVENT EXECUTED FOR THE CLIENT: American Express Multiple Marketing Promotional Events (this program consists of several dates at this location)**

10/6/2023 - 10/8/2023  
10/13/2023 - 10/15/2023

-Austin City Limits Festival  
Zilker Park / Austin, TX 78746

### **ROLES:**

- **Brand Ambassador \*\*\* Event Services Coordinator**

## **AMBASSADOR EVENTS EXECUTED FOR THE CLIENT: BMW Luxury Car Brand - Gameday Marketing Promotional Events (this on-going program consists of multiple dates & locations)**

9/9/2023  
9/15/2023  
10/28/2023  
11/11/2023  
11/17/2023  
12/28/2023  
1/21/2024  
3/5/2024

-HEB plaza located at the Alamodome Stadium  
100 Montana St. / San Antonio, TX 78203

-UTSA Campus Convocation Center  
1 UTSA Circle / San Antonio, TX 78249

### **ROLES:**

- **Brand Model & Promotional Ambassador**

## **AMBASSADOR EVENTS EXECUTED FOR THE CLIENT: State Farm "BobbleHead You" Campaign & Activation (this program consisted of several dates & locations)**

9/16/2023 – 9/17/2023

-Pecan Festival  
Encompassed a few miles along 6<sup>th</sup> St between Brazos St & I-35 /  
Austin, TX 78701

9/13/2023 – 9/14/2023

--San Antonio Missions Minor League Baseball Games  
Nelson W. Wolff Municipal Stadium  
5757 US-90 W / San Antonio, TX 78227

9/2/2023

--Galaxy Con  
Austin Convention Center  
500 E. Chavez St. / Austin, TX 78701

8/22/2023 – 8/26/2023

--San Antonio Missions Minor League Baseball Games  
Nelson W. Wolff Municipal Stadium  
5757 US-90 W / San Antonio, TX 78227

7/28/2023

--Dream Con  
Austin Convention Center  
500 E. Chavez St. / Austin, TX 78701

7/21/2023 – 7/22/2023

-Southwest Music Summer Exhibition  
Henry B. Gonzalez Convention Center  
900 E. Market St. / San Antonio, TX 78109

-Superhero Comic Con & Car Show

7/7/2023 – 7/8/2023

Freeman Coliseum  
3201 E. Houston St. / San Antonio, TX 78219

6/30/2023 – 7/2/2023

-Austin Auto Show  
Austin Convention Center  
500 E. Chavez St. / Austin, TX 78701

**ROLES :**

- Brand Ambassador \*\*\* Special Event Set Up/Tear Down Assistant

**CONFERENCE EVENT EXECUTED FOR THE CLIENT: Alston & Bird**

**Litigation & IP Area 2023 Conference** (encompassed multiple locations)

5/6/2023 – 5/7/2023

-Omni Barton Creek Resort & Spa  
8212 Barton Club Dr. / Austin, TX 78735

-Banger's Sausage House & Beer Garden  
79 Rainey St. / Austin, TX 78701

**ROLES :**

- Group Escort \*\*\* Transportation Coordinator

**CONFERENCE EVENT EXECUTED FOR THE CLIENT: Assured Partners**

**Sales Conference**

4/26/2023 – 4/27/2023

-Austin International Airport  
3600 Presidential Blvd. / Austin, TX 78719

**ROLE :**

- Greeter \*\*\* Transportation Coordinator

**AMBASSADOR EVENT EXECUTED FOR THE CLIENT: Casa Azul**

**Tequila Soda Experimental Sampling Program / Activation**

4/22/2023 – 4/23/2023

Casa Azul

-Fiesta De Los Reyes Festival  
514 West Commerce St. / San Antonio, TX 78207

**ROLES :**

- Brand Ambassador \*\*\* Line Monitor

**AMBASSADOR EVENT EXECUTED FOR THE CLIENT: The Big Bounce America**

4/14/2023 – 4/16/2023

-Helotes Festival Grounds  
12210 Leslie Rd. / Helotes, TX 78023

**ROLES :**

- Brand Ambassador \*\*\* Managed Brand Merchandise \*\*\* Light Event Set up & Tear Down

**SPECIAL EVENT EXECUTED FOR THE CLIENT: CMT (Country Music Television)**

**Block Party / Street Fair and Country Music Television Awards Ceremony (CMT)** (this event encompassed multiple locations)

3/31/2023 – 4/2/2023

-Moody Center located at:  
2001 Robert Dedman Dr. / Austin, TX 78712

-Fairmont Austin Hotel located at:  
101 Red River St. / Austin, TX 78701

-CMT Block Party  
Corner of Congress Ave and 8<sup>th</sup> Street in Austin, TX

-Austin Convention Center for shuttles located at:  
500 E. Cesar Chavez St. / Austin, TX 78701

**ROLES :**

- **Brand Ambassador \*\*\* Street Game Coordinator \*\*\* Line Monitor \*\*\* Generated custom branded t-shirts & tote bags for swag \*\*\* Transportation Coordinator**

**EMPLOYER: ECRM Marketing Company**

**DIRECTOR OF CONFERENCES, REGISTRATIONS, & MARKETING EVENTS**

09/2002 - 04/2020

Efficient Collaborative Retail  
Marketing (ECRM)

27070 Miles Rd. Suite A, Solon, OH

**ROLES & DUTY DESCRIPTION:**

- Lead event & registrations managing director in a SaaS business environment
- Executed more than 50 back-to-back business marketing conventions per year
- Clients consisted of: all sales & marketing high-level executives from any size business
- Executed & planned many marketing events which averaged 500 or more participants consisting of clients across all product categories from different nations
- Successfully directed & supervised registration & event teams
- Also served as a lead onsite event program manager
- Served as an authorized signer / main contact with the venue (s)
- Spearheaded arrangements for any on-site last-minute client needs
- Provided the data needed required by locations & vendors for event needs
- Managed sales & marketing change & program agenda requests.
- Reviewed contracts with locations, vendors, subcontractors, etc
- Held conference calls & meetings with staff to strategize & discuss developments
- Developed all training material used for onboarding new members
- Worked with IT developers to increase efficiency & measure output, etc
- Trained staff on contractual disclosures & obligations etc
- Collaborated with management regarding marketing event sales, forecasting, budget, & expectations
- Reviewed client scheduling parameters, space availability, etc.
- Successfully secured more space for marketing events when required.
- Effectively helped to re-locate events when warranted
- Executed team semi & annual performance reviews

**My General Abilities & Skill Sets:**

- High level of empathy toward others. Ability to connect effectively.
- A sense of humor, relatability, warm inviting personality
- Punctual
- Excellent at time management & multi-tasking
- Active listening & concentration skills
- Calm under pressure
- Able to represent brands & their mission very well
- Well-acquainted with flexible work hours & availability
- Strong written & verbal communication skills
- Excellent speaker, writer, & presenter.
- Outstanding people skills. Excellent at building relationships
- Thrive in a fast-paced environment

- Flexible & adaptable to changes
- Can work independently & collaborate well. Enthusiastic team player
- Skillful at making judgement calls / decisions
- I am have a "Big Picture" point of view
- Agile. Comfortable navigating ambiguity & working with competing priorities
- Solutions oriented & proactive.
- Skilled at quality & risk assessments
- Wide-ranging experience in event planning & execution
- Able to meet deadlines
- Great negotiation skills & ability to work within budgets
- Extensive work with overseas clients & colleagues in various time zones
- Knowledge of event contractual processes, making adjustments, etc.
- Able to delegate when appropriate for smooth day-to-day operations
- System skills: Zoom, Sharepoint, Microsoft Office365 including Word, Powerpoint, Outlook, Google Docs, OneDrive, OneNote

## **References Available on Request**