

EXPERIENCE:

Event Manager, Private Social Club

Current

- Achieved a 90% retention rate of existing clients through proactive communication and personalized sales strategies
- Successfully planned and executed over 100 events, including corporate conferences, product launches, and trade shows, resulting in a 20% increase in attendance year over year
- Consistently met and exceeded sales targets, achieving a 30% growth in revenue for the event management company
- Proficient in CRM software and Microsoft Office Suite, with a track record of effectively managing client relationships and generating leads
- Strong communication and negotiation skills, evidenced by a 90% client retention rate and a 15% increase in sponsorship deals
- Certified in event planning and management with a 95% satisfaction rate from clients and attendees
- Proven ability to multitask and prioritize tasks in a fast-paced environment, resulting in successful on-time delivery of projects
- Analyzed market trends and competition to identify opportunities for growth, resulting in a 25% increase in market share
- Implemented cost-cutting strategies that reduced expenses by 15% while maintaining high-quality event experiences

Event Planner, The Gathering Spot

March 2022 to April 2023

- Successfully organized, managed, and closed events with total budgets exceeding \$60,000
- Maintain strong relationships with existing clients through exceptional customer service and upselling tactics
- Increased event revenue by 30% through strategic sales initiatives and targeted marketing campaigns
- Manage and initiate contracts with clients, working closely with AR Dept. to close out contracts
- Responsible for all event sales admin work including: creating BEO's, upselling of the club, maintaining up to date master calendar, reporting, inventory management, and forward progression and development
- Communicate client specifications to appropriate operational departments and monitor implementation and execution of said expectations
- Consults with clients to assess and understand their needs for the event; areas of discussion and consultation include staffing, meeting rooms, event terminal setup, catering, signage, programs, music, security, display areas, and other specialized requirements

Youth Event Planner, River Oaks Country Club

July 2017 to August 2020 - (COVID Layoff)

- **Event Planning:** Manage, and over see events for youth department
- Devised and organized various youth programming events to optimize club-wide revenue
- **Supervised Staff:** Manage and guide all youth attendants and summer camp counselors, including hiring and training new hires
- Develop innovative and interactive programming to attract and engage the younger demographic
- Substantially decreased operational expenses via executed cost-oriented policies and process
- Utilize sales techniques to promote and market events to club members and guests
- Submit banquet forms in timely manner to ensure delightful food for club members and guests
- Provide exceptional customer service and hospitality to ensure a positive and memorable experience for all attendees
- Collaborate with other club departments to enhance overall member satisfaction and retention

Aly McNeil

Atlanta, GA

470-505-3630

Skills:

Detail Oriented

Event Management

Hospitality Experience

Management Experience

Education:

Currently Studying
Hospitality

Oglethorpe University
International Studies

Milton High School
Varsity Volleyball Team

References:

Tyler Agee: 251-622-7444
River Oaks Country Club

Selisa Siris: 832-335-1380
Silver Lining international Booking

Jonathan Smith: 501-258-4927
Colleague - Project Manager