



# Michael ANDERSON

## TRADE SHOW PLANNER

Proficient Trade Show Coordinator with a strong foundation in marketing and event management. Expertise encompasses the end-to-end planning process, from conceptualization to execution, with a keen eye for detail and adherence to timelines. Demonstrates effective communication and interpersonal skills, fostering productive relationships with clients, vendors, and attendees. Skilled in budget management and resource allocation, ensuring optimal use of financial resources while achieving desired outcomes.

### CONTACT

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- 📍 San Francisco, CA

### SKILLS

- event planning
- communication skills
- budget management
- stakeholder relations
- logistics management
- marketing initiatives

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

**BACHELOR OF ARTS IN  
COMMUNICATION, UNIVERSITY OF  
TEXAS AT AUSTIN**

### ACHIEVEMENTS

- Achieved a 20% increase in event registrations through targeted marketing efforts.
- Recognized for outstanding teamwork and collaboration on large-scale events.
- Developed a comprehensive event planning guide adopted by the organization.

### WORK EXPERIENCE

#### TRADE SHOW PLANNER

Creative Events Co.

2020 - 2025

- Planned and executed multiple trade shows annually, focusing on maximizing attendee engagement.
- Collaborated with marketing teams to develop event themes that align with brand messaging.
- Managed logistics, including venue selection, catering, and on-site coordination.
- Conducted pre-event surveys to tailor experiences to attendee preferences.
- Tracked budgets and expenditures to ensure financial targets were met.
- Facilitated post-event debriefs to gather insights for future improvements.

#### EVENT PLANNING INTERN

NextGen Events

2015 - 2020

- Assisted in the execution of trade shows and corporate events, gaining hands-on experience.
- Supported logistical planning, including vendor communications and material preparations.
- Engaged with attendees to gather feedback and improve future events.
- Helped manage social media campaigns to promote upcoming events.
- Maintained detailed records of event processes and outcomes.
- Participated in team meetings to contribute to event strategy discussions.