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SKILLS

- event execution
- creative problem-solving
- project management
- stakeholder engagement
- sustainability practices
- data analytics

EDUCATION

**BACHELOR OF SCIENCE IN BUSINESS
ADMINISTRATION, MARKETING FOCUS,
MICHIGAN STATE UNIVERSITY**

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Increased sponsorship revenue by 33% through innovative partnership strategies.
- Recognized for excellence in event execution by industry peers.
- Achieved a 45% increase in attendee engagement through enhanced programming.

Michael Anderson

TRADE SHOW DIRECTOR

Innovative Trade Show Coordinator with a demonstrated ability to execute successful events that enhance brand visibility and foster strategic partnerships. Background includes a strong emphasis on creative problem-solving and adaptability in dynamic environments. Adept at managing multiple projects simultaneously while maintaining a focus on quality and detail. Skilled in leveraging technology to streamline processes and improve attendee experiences.

EXPERIENCE

TRADE SHOW DIRECTOR

Elite Events Management

2016 - Present

- Oversaw comprehensive trade show initiatives, from planning through execution, for major industry events.
- Collaborated with sponsors to create customized engagement opportunities, enhancing brand visibility.
- Utilized data analytics to refine event strategies and improve attendee satisfaction.
- Negotiated contracts with venues and vendors, achieving cost-effective solutions.
- Implemented sustainable practices in event planning to reduce environmental impact.
- Led a team of coordinators to ensure seamless event execution and operational success.

ASSISTANT EVENT MANAGER

Inspire Events

2014 - 2016

- Supported the management of logistics for trade shows, ensuring all details were meticulously planned.
- Engaged with attendees to enhance their experience and gather valuable feedback.
- Coordinated with suppliers and vendors to secure necessary materials for events.
- Developed marketing collateral to promote events and attract attendees.
- Assisted in budget tracking and financial reporting for events.
- Participated in post-event evaluations to assess effectiveness and identify areas for growth.