

STEPHANIE VERHEYEN

EVENT MARKETING MANAGER

CONTACT



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KEY DESCRIPTORS AS SEEN ON LINKEDIN

Self-Motivated	High Performer
Reliable	Dedicated
Creative	Adaptable
Driven	Passionate

EXPERTISE

Marketing Strategy
Event Management
Digital Marketing
Client Relationship Management
Content Creation
Marketing Analytics
Marketing Research
Brand Strategy
Team Leadership
Project Management

LANGUAGES

NATIVE PROFICIENT

English	French
German	Spanish

EDUCATION

MASTER'S, MARKETING

Vanderbilt University Owen
Graduate School of Management
2016-2017

Graduated with honors

BACHELOR'S, PSYCHOLOGY

Wake Forest University
2011-2015
Cum laude

Accomplished **Marketing Professional** with diverse experience across industries and a passion for developing **engaging content** and **memorable experiences** to foster **genuine, lasting relationships** between brands and their audiences. Self-starter with a capable grasp for attending to small details while maintaining oversight of the big picture. Thinks creatively to quickly adapt to new challenges and achieve exceptional results.

EXPERIENCE

MEETING & EVENT MANAGER

CGi, LLC | April 2019 - June 2020

Planned and executed Annual Conferences for seven regional chapters of the American Case Management Association (ACMA), ranging from 100-300 attendees and 30-120 exhibitors.

- Facilitated the venue selection and contract negotiation process among the chapter board, ACMA national, and our venue sourcing firm, and managed relationships with the chapter board throughout the planning process to ensure their wishes were properly incorporated into the conferences
- Negotiated all venue, vendor, and speaker contracts to create an enjoyable, educational, and seamless conference experience
- Communicated and coordinated with ACMA National marketing and exhibit sales departments to establish a cohesive marketing strategy and effective messaging
- Built conference registration platforms using Aventri software and tracked attendee/exhibitor registration metrics, implementing red-lever marketing tactics as needed to meet or exceed all revenue goals
- Created execution checklists and "cheat sheets" to maximize preparedness and efficiency in leading all on-site setup, day-of conference logistics, and customer service
- Analyzed post-event attendee evaluations and year-over-year revenue to identify strengths and pain points, and developed budget recommendations to promote steady growth in attendance, exhibit sales revenue, and ACMA membership

DIGITAL MARKETING MANAGER, ACCOUNT EXECUTIVE

The Andrews Agency | January 2018 - January 2019

Managed 13 ongoing clients and various temporary projects:

- Developed strategy, copywriting, photography, scheduling, posting, and analytics for both paid and organic social media efforts, as well as social listening and online reputation management to create an impactful, engaging social presence
- Managed event budgets, vendor relationships, websites, registration, ticketing, digital communications, and on-site logistics to provide comprehensive start-to-finish services for events ranging from 50 to 300+ attendees
- Developed press kits and release materials, performed media outreach and maintained relationships with media contacts to feed strong local roots with traditional PR strategies

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INVOLVEMENT

CURRENT

American Marketing Association,

Nashville Chapter - VP Membership

Bavarian Bierhaus - Marketing Director

Bon Vivant Nashville - Freelance

Events Consultant

PREVIOUS

InterNations Nashville - Ambassador

Nashville Oktoberfest - Event and

Marketing Coordinator

Vanderbilt Health Care Conference

- Social Media Manager

G7 Entertainment Marketing -

Marketing Intern

Morph Hospitality - Marketing Intern

Vanderbilt Marketing Association

Owen Global Business Association

Owen Women in Business Association

INTERNATIONAL EXPERIENCE

Born in Munich, Germany

Dual Citizen of Germany and Australia

Enjoyed the rich cultural diversity of

Thailand and Singapore for 11 years

of my childhood

Earned my International Baccalaureate

Diploma from Upper St. Clair High

School in Pittsburgh, PA

PERSONAL INTERESTS

Lifelong golfer; competed in

tournaments as a member of the only

active women's collegiate club golf team

in the U.S. at Wake Forest

Former rugby player for the Wake Forest

Women's Club Rugby team

Avid Reader - run an instagram account

where I review books and audiobooks

Puzzle fanatic - enjoy solving number,

logic, and jigsaw puzzles

EXPERIENCE CONTINUED

INBOUND MARKETING MANAGER

MONQ | September - December 2017

- Wrote, sourced, edited, and scheduled content for bi-weekly blog posts on the MONQ website and developed content for an online learning platform to provide in-depth information on Essential Oils and Aromatherapy
- Implemented email strategy, design, scheduling, and analytics to drive subscribers through the marketing funnel

MANAGER - COMPANY STORES

MONQ | June - August 2017

- Hired, trained, and coordinated a team of 10 long-term Brand Ambassador staff for MONQ Company Stores in two major shopping malls in Nashville to share the MONQ experience with thousands of potential customers daily
- Managed inventory, supplies, and point-of-sale software daily to keep kiosks stocked, clean, and fully operational at all times
- Implemented training materials and incentives to encourage personal success and ownership among employees
- Assembled weekly sales reports and internal newsletters to draw insights from sales trends and employee performance

ANALYTICS CONSULTANT

Nashville Guru | March - May 2017

- Used Clicky and Google Analytics to identify and evaluate KPIs for the Nashville Guru website and social media platforms
- Derived insights and made recommendations for content development, site design, and social strategy to achieve a consistent brand image and maintain strong relationships with Nashville businesses

MARKETING COMM. & EVENTS COORDINATOR

Owen Graduate School | February - May 2017

- Developed promotional materials for prospective students to increase awareness of and interest in the Master of Marketing program, including website, e-mail, print, and social media
- Evaluated the competitive landscape for the program based on various key features to identify comparative strengths and weaknesses
- Planned and organized Information Sessions, Welcome Weekends, and Orientation Events to share information about the program with potential and committed incoming students

BRAND AMBASSADOR

Various Events | 2016 - 2019

REFERENCES AVAILABLE UPON REQUEST