

CONTACT

✉ emma.kath@gmail.com

☎ 1-202-555-0112

📍 New York, US

in linkedin.com/in/emma

EXPERTISE

Event Management & Production

Creative Direction

Budget Management

Strategic Partnerships

Press & Media Strategy

Styling

LANGUAGES

English

Spanish

German

French

INTERESTS

Travel

Photography

Food & Wine

Boxing

Theatre

AWARDS

Best Performer Award
2019

Rock-star Performer
2019

Emma Katherine

EVENT MANAGER

SUMMARY

Professional Event Manager with 12 years of experience spanning across international event management, PR, partnerships, advertising and loyalty marketing. Deep knowledge of the global luxury landscape, with a proven track record in creating unique client experiences that drive sales and elevate brand image.

EXPERIENCE

Marketing & Event Manager

Apr 2019 - Present

BeCore Marketing Agency - New York, US

- Created a new marketing strategy of products with the intent of improving sales through product promotion.
- Instrumental in developing an innovative global event and sponsorship program.
- Worked on advertising, branding, digital strategy, and media planning.
- lead on all aspects from creative concept, the voting process, website development, press strategy, talent sourcing, sponsorships, production and budget management.

Marketing & Events Consultant

Jan 2018 - Apr 2019

Eventige Media Group - San Diego, California

- Worked with multiple clients in fashion, fine art, wine, real estate, and event services.
- Responsibilities included social media, influencer strategy, branding and event management/production.
- Preparing a sales report on daily basis.
- Conducted a stakeholder meetings.

Fashion Marketing & Events Manager

Mar 2012 - Jun 2015

US POLO - New York, NY

- Developed a strategic seasonal plan that elevated brand image.
- Delivered integrated marketing programs, events, and experiences that drove traffic, sales, data capture, and new customer acquisition.
- Oversaw co-op positioning and pagination negotiations to ensure optimal brand placement and maximum ROI.
- Strategy maintained brand image and resulted in a budget savings.

EDUCATION

Masters in Business (Marketing)

Jan 2006 - Sep 2008

The University of Chicago - Chicago, Illinois

Bachelors of Business Administration

Mar 2002 - Jun 2005

Pace University - New York, US

REFERAL

Available on Request.