**RACHEL PIERING**

Event Manager offering 15+ years of experience

954-740-2329 • [rpiering@gmail.com](mailto:rpiering@gmail.com)

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**TEMPO EVENT CONSULTING** | March 2016 - Present (4+ yrs.)

**EVENT MANAGER, Fundraising Events, Conferences and Meetings in VA & D.C.**

All-Inclusive Event Management for logistics, committees, staffing and marketing.

* **Creative in finding ways to cut costs while maintaining value.** Exceeded financial goals by decreasing expenses through customized budgets, event timelines and monetary benchmarks. Managed RFPS for all vendors, research for best options and not shy about price negotiation.
* **Executed 100+ events.** Fifteen years of researching and executive industry trends to provide seamless day-of-coordination including management of staff, volunteers, and guest relations.
* **Always on schedule.** Developed a turn-key suite of timelines and templates for logistics, marketing and collateral and data analysis (surveys, post-mortem meetings and reporting).
* **Managed Committees ranging in size from 3-25.** Planned and facilitated virtual committee meetings, follow-up and productivity tracking system
* **Embraced the pivot.** Tech Savvy with event software and web platforms. Understand the importance of online platforms in the changing climate. Set up microsites from scratch and experience hosting virtual events. Savvy in creating websites, peer-to-peer fundraising campaigns and managing database software.

**LIST OF CLIENTS:** Animal Welfare League of Arlington; Brain Injury Services; Duke Ellington School for the Arts; Kalypso’s at Lake Anne; Lake Anne Merchants; Potomac Riverkeeper Network; National Coalition for Technology in Education & Training; Fish 4 Hope; Food For The Poor; The Washington Redskins; Workhouse Arts Center; World Health Ambassador

**FOOD FOR THE POOR** | February 2007 - March 2016 (9 yrs.)

**NATIONAL EVENT MANAGER**, Coconut Creek, FL

* Generated average revenue of $1.8M+ annually managing a portfolio of fundraising events and satellite committees in: D.C.; Chicago; New York City; South Florida; Orlando; and Kingston.
* Fundraising, marketing and project management for several types of events: fundraising galas; art exhibitions; 5K runs; designer show house events and networking events.
* Supervised all internal and external communication with event staff, outside contractors, committees, volunteers and cross-functional teams to ensure success.
* Managed software and technology for event logistics, marketing campaigns, peer-to-peer fundraisers, corporate sponsorship, ticket sales, auctions and donations.
* Proficient in industry trends with emphasis on marketing strategies, fundraising, operational efficiency, cost effective options, event software and cutting-edge event concepts.

**KEISER UNIVERSITY** | September 2002 - October 2006 (4 yrs.)

**DIRECTOR OF EVENTS**, Fort Lauderdale, FL

* Supervised 30 Community Relations Staff/Directors at 13 campuses throughout Florida to plan and implement special events that supported alumni, school expansion and public relation goals.
* Established an annual strategy to manage alumni events, campus tours; grand openings; internal meetings, six 25th Anniversary galas, Legislative receptions, and political fundraisers.
* Spearheaded communication plan through event collateral, collegiate brochures, website copy, emails campaigns and press related material.
* Served as liaison for the Chancellor/CEO at 20+ conferences and charitable and political events.
* Developed strategic public relations plan and traveled throughout Florida with Founder/President Dr. Keiser to orchestrate media interviews and press conferences.
* Completed outline and redesign of website using the University’s online marketing strategy.

**BROWARD DAYS** | September 2002 - October 2006 (4 yrs.)

**EVENT MANAGER**

* Event Manager for a 800+ member politically based non-partisan organization.
* Managed the 02’ and 03’ annual 1,000 person partnership development event, encompassing conferences, media panels, workshops, networking events and keynote speaker engagements.
* Managed event logistics, communication channels, budgets, databases, and securing key-note speakers for five political conferences each year.

**EDUCATION/SKILLS**

**STETSON UNIVERSITY**, Deland, FL

**MASTER OF BUSINESS ADMINISTRATION,** Concentration in Marketing

**BACHELOR OF ARTS**, Business Administration, Marketing, Fine Art

**TECH SKILLS:** GiveSmart, ACT, Wix.com, Tripleseat, Convio, TeamRaiser, EventBrite, GreaterGiving, AuctionsByCellular,MailChimp and Donor Perfect. Quick learner for event and database management software.