

Diane Wall

Contact:

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Objective:

Growing professional with 6+ years experience in the event industry who is devoted to producing successful events with an understanding of thorough event development, creative thought, vendor coordination, and adhering to budgets who strives to be an integral part of a dynamic event company.

Summary:

- Plans and executes small to large scale events with 30 – 400,000 spectators in community and private environments
- Detail oriented in event planning, implementation and follow up phases with an enthusiastic, professional and proactive approach
- Coordinates venue set up and logistics including production, audio visual, rental items, catering, hospitality, security, décor, promotions, public relations, and staffing
- Prepares, presents, and adheres to event team budgets
- Negotiates contracts and directs timelines with vendors in the Orlando area
- Supervises and empowers event teams with preparatory meetings and onsite leadership and flexibility
- Solid interpersonal skills with the ability to work independently and as part of a team
- Comfortable working a non-traditional work week with drive to work until tasks are successfully completed

Experience:**Nationwide Full-Service Event Rental Company (confidential)****Miami, FL*****Event Specialist; Account Manager*****March 2008 - Present**

- Specializing in event management of the installation of temporary clear span structures (large tents) and event rental items with focus on high profile corporate, hotel, concert, sporting, university, and social event markets
- Idea development, site inspection, budget building, city permitting, scheduling and production assistance
- Cultivating new relationships, building trust and maintaining clients to meet individual sales goal of \$750,000
- Managing project timelines and onsite guidance during event set through event completion and dismantle
- Ability to prioritize multiple tasks and projects and manage an installation team of 10+
- Strong desire to offer the most effective solutions to each event's specific goals
- Creative marketing and prospecting to highlight and promote company's talents

Fiesta Bowl**Scottsdale, AZ*****Event Operations Intern*****August 2007 – February 2008**

- Balanced duties of separate events and timelines focusing mainly on tasks involving Fiesta Bowl's Parade, National Band Championship, VIP Chalet, New Year's Eve Band Party, Committee meetings, pregame parties, VIP Reception, and volunteer organization
- Enhanced marketing and sponsorship opportunities with the Arizona Cardinals through the VIP Parade Chalet
- Organized participating Parade units, worked cohesively with 400+ event volunteers, in house staff, sponsors, city officials, police and security, vendors, and rental companies for Arizona's largest single-day spectator event
- Researched and reserved local rehearsal sites, exchanging information and itinerary details with contracted travel agency to ensure the highest quality experience for each National Band Championship and Parade band
- Managed stadium personnel's needs in collaboration with event schedule
- Compiled needs of event security, signage, equipment, supplies, radios, and credentials as well as place orders for special event related materials and supplies within budget
- Coordinated Fiesta Bowl Committee meetings at various hotels; delivering and distributing materials, décor set up, parking instruction, monitor catering, room reservations and audio/visual needs
- Provided on-site support for all events including: volunteer supervision, managing set-up and clean up logistics, and coordinating deliveries and pickup with various vendors

(Fiesta Bowl – Event Operations Intern Continued)

- Constructed and prepared general correspondence, compiled data sources, assisted in editing website material, graphic design, and organization of event storage area

United States Navy; Morale Welfare, and Recreation

Bremerton, WA

Special Events and Sponsorship Intern

May – July 2007

- Supported and planned trips, activities, and special events for military personnel and their families
- Analyzed funding against event costs
- Researched and fulfilled sponsorship agreements with local to national businesses
- Secured entertainment, vendors, and concessionaires and coordinated their power and equipment requirements
- Responsible for gathering confidential information which allowed base access to vendors and coordinated base wide event security with military officials
- Developed and constructed youth games, managed adult activities, and contracted entertainment
- Lead work team in set up and tear down of event, and assisted in staffing assignments and training
- Produced successful and enjoyable atmosphere with on scene problem solving and effective event management
- Promoted event through newspaper articles, flyers, banners, marquees, buttons, and word of mouth marketing
- Successfully completed Star Service course for enhancing and evaluating proper customer service techniques

Student Cooperative Council, Inc.

Lock Haven, PA

Coordinator of the Haven Activities Council, promoted from Concert Coordinator

2004 – May 2007

- Responsible for overall management of ten-member team that plans and implements 75+ annual events for a campus community of 5000+
- Developed, coordinated, and evaluated events for college-age students including special events, concerts, coffeehouses, multicultural events, trips, visual arts, lectures, and performing arts
- Researched and booked national acts, fulfilled riders and contract agreements, coordinated venue set up and logistics including production, hospitality, security, box office, promotions, and staffing
- Prepared, presented, and managed annual event team budget of \$150,000
- Negotiated and coordinated contracts with entertainers and vendors to ensure the success of campus programs
- Collaborated with university's athletic departments, faculty and staff, student organizations, and committees regarding program development and venue usage
- Recruited, organized, and trained student volunteers
- Produced and adhered to timelines and successfully implemented day of event duties

Education:

Lock Haven University of Pennsylvania

Lock Haven, PA

Bachelor of Science Degree

May 2007

Major: Recreation Management, concentration in Commercial Recreation

Honors:

- Awarded the Robert W. Crawford Memorial Scholarship by The Pennsylvania Recreation and Parks Society for being an outstanding Recreation student in Pennsylvania (2007)
- President of the Recreation Society at Lock Haven University (2006-2007)
 - Implement meetings and events for members representing the Recreation Management program to further students' interest and knowledge in recreation careers
- Captain of the LHUP Division II Women's Soccer team (2006)
- Selected to represent Lock Haven University athletics at the NCAA 2006 National Student-Athlete Leadership Conference in Buena Vista, FL (2006)

Additional Skills: Effective use of Microsoft Word, Excel, Outlook, and Power Point; also knowledgeable in internet and social networking sites for use of researching, promoting, and networking. Use of Vector Works to create event layouts.