

Emily Maxwell

SPECIAL EVENTS, MARKETING AND SALES DIRECTOR

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7+ years in progressive sales and event roles, leading an aligned effort to deliver results and meet deadlines, for a wide range of projects.

Refined communication skills, and experience working collaboratively to maximize events profit and client satisfaction levels, on a daily basis.

EXPERIENCE

Director of Sales & Marketing

Hilton Garden Inn Bothell/Seattle, Bothell WA | MAR 2021 – CURRENT

Sales and Special Events Executive

The Arctic Club Seattle, Seattle, WA | AUG 2019 – CURRENT

- Strategic approach to ensure client and organization engagement and communication, creativity, and organization.
- Marketing creation, execution, logistical maintenance, and overall process management.
- Monitor variance to budget and monthly pace.
- Regular trade-show attendance, providing comprehensive company representation.
- Risk assessment and management for events and projects
- Logistical maintenance, overall process management and ensures clear communication with all operational departments.

Event Manager

Sprinkled in Seattle, Seattle, WA | OCT 2017 – CURRENT

- Conducts all meetings, facility site tours, and work with detailed schematics.
- Attend targeted networking events to further market exposure.
- Orchestrate staff and external vendors to optimize numerous venues, and deliver on client expectations.
- Assist clients in selection of all service vendors, themes, and menu items.

Sales and Events Manager

Silverdale Beach Hotel, Silverdale, WA | APR 2018 – AUG 2019

- Manage existing accounts and follow up with clients.
- Coordinate event environment and manage execution of events onsite.
- Detailing of event orders and providing concise communication with staff.

Sales and Events Coordinator

Hotel 360, Lynnwood, WA | MAR 2015 – APR 2018

- Prepare reports analyzing effectiveness and overall profitability.
- Establish, develop, and maintain key client relationships.

SKILLS

Wide variety of administrative tasks, and organization skills, and detail-oriented

Brand Strategy Alignment

Financial Planning and Profit Analysis

Ability to work on a variety of tasks and prioritize

B2C Marketing, follow through, and analysis

Positive, flexible, team-player attitude

Producing and delivering end-to-end project plans

Client Management and Design Applications (Delphi Programs, Microsoft Suite and Office)

Adaptive and Focused Communication

Vendor and Client Relationship Building

Ability to Thrive in Fast-Paced Environment

HIGHLIGHTS

Walt Disney Company Hospitality and Event Planning Intern, 2014

Venue contracting and process management

Rapid career advancement

A driving passion to deliver a lasting and memorable experience

Cultured communications efforts and working directly with people

Ability to travel to further corporate strategic initiatives

EDUCATION

Bachelor of Arts, Communication

Western Washington University

Minor, Event Management

Western Washington University