



# Desirée Brown

## Event Specialist

Empathetic event & marketing specialist with 5+ years of industry experience. Specializes in coordinating conferences, workshops, & meetings from concept to completion. Strong skills in customer service, budget management, & event marketing. Background in weddings and nonprofit events.

## Relevant Experience (in chronological order)

### DJ Assistant & Party Motivator

December 2016 - May 2021 | *Split Second Sound*

- Maintained day-of schedule to ensure event ran smoothly
- Coordinated with event planners, venue staff, catering, etc.
- Engaged with guests, motivated dancing, & navigated crowds
- Assisted DJ with timely equipment setup and takedown

### Event Coordinator

April 2018 - January 2023 | *Young Eager Writers Association*

- Organized & executed four successful writing conferences from concept to completion
- Coordinated & operated ongoing workshops & seminars
- Managed event budgets & tracked revenue
- Addressed inquiries & maintained communication with venue staff, guest speakers, volunteers, vendors, & attendees
- Directed a team of 25+ volunteers
- Marketed events via social media, email, website, & in person
- Produced & hosted podcast episodes on YouTube, Spotify, etc.

### Ads Specialist & Social Media Coordinator

March 2023 - July 2023 | *BestLyfe Group/Jumptastic* (hybrid position)

- Monitored & revised Google Ads for 30+ clients
- Conducted regular meetings with clients, presenting ad reports & advising next steps
- Managed client budgets & tracked conversions
- Filmed events & produced content for social media
- Increased organic social reach 40% and followers 35%
- Collaborated with internal teams & contractors

### Marketing Specialist

October 2023 - January 2024 | *Luxer One*

- Audited & designed all marketing collateral for Services team
- Boosted email click-to-open rates by 22%
- Executed marketing strategy for new service launch
- Collaborated with Sales, Opps, and Marketing teams

## Contact

### Phone

704-930-9392

### Email

desibrown28@gmail.com

### Portfolio

www.desireebrown.com

## Education

2020

### Master of Fine Arts

New York University

2018

### Bachelor of Arts in English

University of North Carolina-Charlotte

## Hard Skills

- Event Management
- Digital Marketing
- Team Leadership
- Graphic Design
- Writing

## Soft Skills

- Communication
- Adaptability