

CHLOE GRIFFIN

Event Director

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☎ (123) 456-7890

📍 Charleston, SC

🌐 [LinkedIn](#)

WORK EXPERIENCE

Event Director

Snyder Events

📅 2020 - current 📍 Charleston, SC

- Led 39 high-profile corporate events every year at Snyder Events, resulting in a **34% increase in client satisfaction** ratings while ensuring every participant followed COVID-19 protocols.
- Leveraged Eventbrite to quicken event registration processes for 91 events, enhancing attendee experience by 41% as per feedback.
- Oversaw a budget of \$2.6M+ for event management, maintaining precise financial records with QuickBooks.
- Negotiated with 83 vendors to secure cost-effective services for each event, saving the company \$427K+ annually.

Venue Coordinator

The Rutherford

📅 2017 - 2020 📍 Greenville, SC

- Coordinated 177 events each year at the Business Park, ensuring proper service and guest satisfaction.
- Conducted market research for targeting the brand's main audience using Qualtrics, enhancing event content and structure by 61%.
- Developed a unique digital marketing strategy for holiday events, **raising online ticket sales within Greenville by 37%**.
- Collaborated with the IT department to integrate Later and Wrike, improving project management workflows and reducing admin tasks by 54%.

Event Assistant

Southern Way Catering

📅 2014 - 2017 📍 Columbia, SC

- Used Insightly for client relationship management, **boosting repeat business by 11.6%** through effective follow-ups and personalized service.
- Grew remote event bookings for displaying the company's food options by 39% with the help of vFairs.
- Designed promotional materials and menus on Canva, resulting in a 7.3% increase in event bookings each season.
- Organized internal communications with Slack, reducing email usage by 31% and improving team response times.

EDUCATION

Bachelor of Science

Hospitality Management – Event Management Concentration

University of South Carolina

📅 2010 - 2014

📍 Columbia, SC

SKILLS

- Eventbrite
- Wrike
- Insightly
- Later
- vFairs
- Canva
- QuickBooks
- Mixpanel
- Slack
- Qualtrics