

MIA HARRIS

Event Manager

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☎ (123) 456-7890

📍 Reno, NV

🌐 [LinkedIn](#)

EDUCATION

Bachelor of Science
Hospitality Management –
Meetings and Events
Concentration

University of Nevada, Las Vegas

📅 2012 - 2016

📍 Las Vegas, NV

SKILLS

- Bizzabo
- Jira
- Event Farm
- Hopin
- Hootsuite
- Canva
- Google Analytics
- Attendify
- EventMobi
- Typeform

WORK EXPERIENCE

Event Manager

Reno-Sparks Convention and Visitors Authority

📅 2022 - current 📍 Reno, NV

- **Led the organization of 39 county events each year,** causing a 41% uptick in community engagement.
- Implemented EventMobi for event management, decreasing monthly paper usage by 72% and contributing to the county's sustainability goals.
- Analyzed event performance via feedback on Typeform, leading to a 34% improvement in satisfaction scores within 8 months.
- Increased digital outreach of each event by 26% through the effective use of Google Analytics and Hootsuite for social media campaigns.

Marketing Coordinator

Zappos

📅 2019 - 2022 📍 Las Vegas, NV

- Managed an annual marketing budget of \$214K, optimizing allocations to **achieve a 13.4% increase in ROI** over the previous fiscal year.
- Executed 4 marketing campaigns with Bizzabo, increasing event attendance by 16% each quarter.
- Leveraged Hopin to host online product launches, resulting in a 53% rise in live viewership.
- Designed promotional materials for Zappos on Canva, enhancing the brand's online presence and accelerating website traffic by 31%.

Restaurant Server

Wynn Las Vegas

📅 2016 - 2019 📍 Las Vegas, NV

- Consistently maintained Wynn Las Vegas's reputation as a 5-star restaurant by providing top-tier service with an **average customer satisfaction rate of 97%**.
- Boosted dessert and beverage sales by 29% through personalized recommendations for paired dishes.
- Oversaw online reservations and customer inquiries through Attendify, lowering booking times for customers by 19 minutes.
- Used Jira for receiving orders and handling daily kitchen tasks, reducing order errors by 12% and helping the kitchen prepare entrées 9 minutes quicker.