

Ronna Jackson

Senior Event Planner

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Atlanta, GA

[LinkedIn](#)

WORK EXPERIENCE

Observer Media

Senior Event Planner

Atlanta, GA | 2010 - current

- Coordinated with marketing firms to craft event websites, follow-up surveys, and advertising campaigns, increasing event attendance by 29%
- Generated 7+ backup plans for each event, providing secondary technological equipment, cables, and on-call catering services
- Delegated tasks to 12+ subcontractors per event, including merchandise creation, florists, and linen companies
- Established excellent relations with 310+ vendors, allowing for specialized services for clients and saving 19% on continued contracts
- Consulted clients, creating personalized event drafts based on budgets, client requirements, and preferences
- Orchestrated schedule of events for 18+ conventions, seminars, and launch events per year

Cartier

Senior Event Planner

Atlanta, GA | 2008 - 2010

- Operated within 100% of client budgets, generating a return on investment (ROI) for 94% of contracts
- Achieved a 99% success rate on 12+ types of corporate events, including product launches, company retreats, conferences, and award ceremonies
- Established core vision of improving external or internal company relations as a result of events
- Prioritized innovation, attendance, and venue location, utilizing 14+ software services such as Eventbrite, Whova, Cvent, and Hubb
- Emphasized event networking reputation, increasing the percent of VIP attendees by 36%

Project 96

Event Planner

Atlanta, GA | 2006 - 2008

- Planned 24+ types of events, including hospitality events, weddings, product launches, and retreats
- Attained an average client satisfaction rating of 97% through excellent service and attention to detail
- Utilized 520+ unique strategies to entertain guests, including giant chess boards, food trucks, silent discos, hot air balloons, and light canopies
- Negotiated service provider contracts, receiving 25% off floral and photography services for all events

SKILLS

- EMS Software
- Detail-oriented
- Problem Solving
- Customer Service
- Teamwork
- Multi-tasking

EDUCATION

Bachelor of Arts

Advertising

Georgia State University

2002 - 2006

Atlanta, GA