

ERIN M. WESTFALL

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SUMMARY

Experienced Event Leader, Marketing Professional, and Hospitality expert with 15+ years of managing global events, activations, and digital experiences to drive engagement, sales, and ROI. Skilled in event strategy, contract negotiations, and cost-saving solutions that increased client portfolios by 50% and reduced costs by 15%.

EXPERIENCE

Freelance Strategic Marketing & Event Management Consultant June 2024 – Present

- Provide strategic consulting to corporate clients, developing and executing marketing and event strategies to elevate brand presence and achieve business objectives.
- Specialize in on-site event execution, event marketing, brand promotion, sourcing and procurement, hotel contract negotiation, and comprehensive event lifecycle management.

Senior Event Director/Producer August 2015-August 2024

Impact XM (formerly MorEvents) Global Experiential Agency

Leader and key account manager in an experiential agency, responsible for the development and execution of large-scale conferences, immersive roadshow programs, SKOs, tradeshows, activations, sales incentives, VIP third-party experiences & additional events for multiple sectors including B2B SaaS companies (live, hybrid, and virtual). Clients included Mastercard, Trimble, Olo, Navy SEAL Foundation, Institute for Supply Management, Google, Dell, and Intel.

Highlights:

- **Full Event Cycle Management:** Strategic end-to-end ownership and delivery of 50+ events annually within a **budget of up to 8 million** to drive brand awareness, generate leads, and grow key accounts for clients.
- **Achieved a 15% cost reduction** for events by leveraging strategic vendor negotiations, marketing automation, CRM platforms, and analytics tools to enhance communication channels and track distribution metrics for continuous process improvement. Negotiated COVID-era contracts to mitigate fees and cancellations, saving clients over 500K.
- **Team leader and collaborator** for 5 event professionals with direction to additional cross-functional teams across the US, APAC, and EMEA, **with a 30% increase in productivity** utilizing PM tools to ensure seamless event execution.
- **Maximized event technology development** and digital marketing strategies to create on-brand event experiences to drive attendance and increase engagement by **20% on average**. **Proficient** in CVENT, HubSpot, Zoom Studio, Google Suite, among others. Led transition of event portfolios, from in-person, to fully virtual in various platforms to hybrid format from 2020-2024.
- **Led speaker acquisition**, creative content planning, ROS creation, stage design, onsite sizzle reels, and speaker preparation sessions, supporting engaging programs for audiences from 15 people to up to 10K+.
- **Cultivated high-profile stakeholder relationships**, elevating customer satisfaction and loyalty by delivering memorable, personalized event experiences, resulting in a **50 % increase in client portfolios over 9 years**.
- **Market Research:** Proficiency in identifying trends, target audiences, and competitive landscapes to create impactful events

Director of Events and Development

June 2012-Feb. 2015

Anchorage Downtown Partnership - Anchorage, AK

Primary event employee within a 7-person non-profit DID leadership team with goal to make downtown Anchorage the #1 place to create, connect, and invest. Strategic planning lead for the organization.

Highlights:

- **Led & developed the planning and execution of over 100 community events and programs annually** from conceptualization to day-of event logistics for 150 to 10,000 attendees, including the development of format/flow, content, branding, post-event ROI measurement, marketing strategy, media relations, creative design, budget management, vendor contracts, and recruitment of event staff. **Grew overall event attendance by 20%.**
- **Procured funding** for events through grants, corporate sponsorships, fundraising, and partnerships bringing in over \$250,000 in funds annually, **a 25% increase over 2 years.**
- **Developed campaigns and program content to target stakeholders** through innovative branding, creative messaging, utilization technologies, partner integration, and community engagement to reach **75,000+ people.**

Hospitality Guru with roles in Employee Event Engagement and Convention Sales

2004 - 2012

Companies included: Providence Health & Services, Bellagio Hotel & Resort, MGM Mirage Co., & Broadmoor Hotel & Resort

Highlights:

- **Project lead for several monthly and annual events for 10,000+ employees** at a luxury resort with duties to include conceptualization, committee selection, vendor contracts, theme, design coordination, budget management of up to 2 million, and logistics.
Events included: galas, luncheons, reward programs, philanthropy campaigns, citywide corporate Olympics, committees, crisis fund, and VIP meetings.
- **Developed creative communications, new policies, company messaging,** and marketing materials daily to promote employee events and programs for **10,000+ viewers.**
- **HR project lead driving workstream process** for 100+ program rollouts, system changes, and community events. Worked with department leaders across campus to coordinate company-wide programs.
- Conducted yearly fundraising campaign to raise money for community organizations and employee emergency relief fund. Succeeded in **collecting contributions from over 50% of all employees with donations exceeding \$750,000.**

EDUCATION

M.B.A.

University of Alaska, Anchorage
Marketing, Leadership, and Business Strategy

B. S. in Nutrition

Texas Christian University
Graduated Cum Laude

**Google Digital Marketing & E-Commerce
Certification** - Issued 2024

KEY SKILLS

- Strategic Planning
- Budgeting & Cost Control
- Market Research, Site Selection & Analysis
- Campaign Management
- Branding Design and Placement
- Creative Problem Solving
- ROI Metrics & KPI Tracking
- Sponsorship Negotiation & Contract Stewardship
- Event Logistics, Project Management & Operations
- CRM & Database Systems
- Data Mining & Collection
- Adaptability and Resilience