

Rowena  
McClemens  
Event Director

Profile

Employment History

Education

Details

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Dedicated Event Director with 5 years of experience in planning, executing, and evaluating high-impact events across various industries. Proven ability to manage budgets, collaborate with cross-functional teams, and negotiate with vendors to deliver successful and memorable experiences. Demonstrated strong leadership skills and a passion for creating unforgettable events that surpass client expectations.

Event Director at Maryland Event Management, MD

Feb 2023 - Present

- Successfully executed the largest annual conference for Maryland Event Management in 2019, with over 10,000 attendees, resulting in a 15% increase in attendance compared to the previous year and generating \$2 million in revenue.
- Streamlined event planning processes by implementing new project management software, reducing planning time by 25% and saving the company an estimated \$50,000 in labor costs annually.
- Established key partnerships with local hotels and vendors, securing discounted rates and exclusive deals that led to a 20% reduction in overall event expenses for clients and a subsequent 10% increase in client satisfaction ratings.

Assistant Event Director at Charm City Events, MD

Aug 2018 - Dec 2022

- Successfully organized and executed over 50 large-scale events within a year, resulting in a 20% increase in overall company revenue and client satisfaction.
- Implemented new event management software that streamlined communication and increased team efficiency by 30%, leading to smoother event planning and execution processes.
- Developed and managed relationships with over 100 local and national vendors, ensuring high-quality services and products for events while negotiating cost savings of 15% on average.
- Increased social media engagement by 40% through targeted marketing campaigns and consistent content creation, contributing to a 25% growth in event attendance and brand awareness.

Bachelor of Arts in Event Management at University of Maryland, College Park, MD

Sep 2013 - May 2018

Relevant Coursework: Event Planning, Marketing and Promotion, Hospitality Management, Financial Management, Event Design and Production, Risk Management, and Sustainable Event Management.