



# Lisa Patel

-Event/Promotions Specialist/Operations Management

## SUMMARY

Extensive experience in fast-paced, results-oriented business environments; success achieved through strong business acumen, through event management, professional executive relations, directing teams, creative collaboration, client interaction, and excellent communication skills.

-TIPS Certified

\_Health/Food Certification

-Google Ads Certification

## SKILLS

- Event Execution, Logistics, Operations
- Team Leadership
- Excellent Customer Service skills
- Excel, Word, Powerpoint, Mailchimp, Website Development, Product Placement
- Creative Marketing Techniques/Field Promotions
- Operations Management
- Strong work ethic
- Attention to detail
- Time Management

## CONTACT



Base: Tampa Florida



828-773-7747



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## PROFESSIONAL EXPERIENCE

### Event Specialist/Product Specialist

JAN 2011 – CURRENT

Sundance Festival, US Open of Golf/Surf, Pre-Grammy's Show

- Create awareness, attention and sales leads
- Captured lead generation/provided exceptional customer service
- Initiated leadership for team members/create end of day recaps
- Create attention and attract traffic to activation area/generate public interest
- Build sale volumes/track inventory and demonstrate/sample how products work

### Field Representative/Management

JAN 2011 – CURRENT

Charter Services, Dutch Masters, 5 Hour Energy

- Product knowledge, generate leads, and drive sales
- Gather and report customer intelligence to management/client
- Plan, organize, and execute marketing and sales programs
- Managed, trained numerous Brand Ambassador's to execute at live events
- Develop understanding of product line and value chain
- Developed websites, email marketing, product logistics, social media management, and developed creative ideas for marketing techniques

JAN 2011 –CURRENT

### Trade Show Specialist

CES, Infocomm, Packing Expo, Champs, Sunshine Expo

- Generate leads and manage materials in and out of house
- Hosted high end clientele/guests with thousands of attendees ~~in attendance~~
- Marketed materials to guests/consumers
- Work with outside vendors and agencies to ensure accuracy and timeliness of tradeshow services and materials
- Align resources to support events including booth and related items, promotional items, marketing collateral, press kits, staffing, etc

### Events Director

OCT 2018 – July 2019

Titan Medical Center

- Work with owners to build an effective marketing team and events.
- Established events through research and relationship building
- Evaluate the look and feel of onsite activation/monitor trends of consumers
- Develop strategies for products or services marketed to the target customers to allow them to gain perspective on brand/service
- Staff events and handle logistics
- Trained/Hired Staff
- Maintain consumer awareness, handle recaps, and report to owners
- Maintained regulations of Patient/Health protocols.

## EDUCATION

2008

Bachelors in Business Admin/Minor in Information Systems  
Queens University – Charlotte, NC