

# Emily R. Hascall

Located in Portland, Oregon

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## **Professional Experience**

### **Event Management**

- Successful and sought after event manager and organizer for corporate events and trade shows.
- Management of complex global trade show logistics, freight, graphics and registration for an average of 30+ shows a year for companies in the high tech, startup and food industries.
- Experience handling and developing all types of events from board meetings, public festivals, charity galas, client and staff appreciation events and golf tournaments to food sampling and tasting events.
- Executed an updated lead retrieval program with global sales team to increase quality of lead generation, positive interaction and follow up.
- Comfortable preparing and managing multi million dollar budgets, schedules (ROS), logistics and planning documents for both internal and client distribution.
- Developed an event budget and tracking workbook earning praise from both marketing, sales and financial team who integrated the workbook into other departments.
- Skilled at request and facilitation of comprehensive venue, rental, technology, entertainment and F&B contracts.
- Research, purchase and tracking of promotional items and giveaways.
- Experienced at sourcing materials and managing highly complicated freight logistics across international borders.
- Successful at building mutually beneficial relationships with clients and coworkers of all levels.
- Praised by senior managers and executive staff on ability to work with all departments and influence others while cultivating a positive work environment.

### **Travel & Destination Management**

- Passionate world traveler with 25+ countries visited thus far.
- Successfully managed and assisted with hotel arrangements and contracts for numerous internal and external events.
- Managed onsite logistics for 120+ coworkers at an annual trade show and 400+ at global sales meeting in Shanghai, China and Kona, Hawaii.
- Compiled and coordinated travel details including air, hotel and registration for colleagues attending trade shows and sales meetings globally.
- Eager to continue working internationally and gaining experience from other cultures and colleagues.

## **Marketing/Production/Traffic & Media Management**

- Created and managed marketing and branding campaigns for various clients including labor and contractor associations, human service, science/technology and non-profit clients.
- Comfortable as the point person and project manager for all types of creative projects.
- Successfully grew and maintained quality relationships with graphic designers, photographers and production vendors.
- Experience with national media buying and tracking for print, radio and TV advertising.
- Developed newsletters, print ads, direct mail and collateral materials to build brand awareness and encourage action, while promoting events and campaigns.

## **Professional Development/Education/Skills/Hobbies**

- Volunteer with Dress for Success Oregon since 2011
- Previous volunteer and board member for NW Documentary and Northwest Business for Culture and Arts.
- Proficient in both MAC and PC based software programs including: Office, Asana, Trello, Smartsheet, Slack, Acrobat, Photoshop, Illustrator, Google Drive.
- Attends event planning and trade show specific training and educational seminars on an annual basis.

## **Work History**

### **Media Savvy**

- Self employed, event and marketing consultant, specializing in logistics and project management for trade shows and customer facing corporate events
- Special projects on a contract basis since 2001
- Full time contractor since 2014
  - Current Clients: Blue Hexagon, CommerceIQ, Bigleaf Networks
  - Previous Clients: Apptio, Cloudability (4.5 years), Evident.io (3 years), HyTrust, Lytics, Oregon Berry Commission, Stackery, StanCorp Financial Advisers, G5, PacWest Communications

### **FEI Company**

- Events Manager for North America, November 2011 – May 2014
- Full time position managing all trade show activity and global sales meetings in North America and parts of Asia since November 2011
- Worked as a contractor managing trade shows from 2009 to 2011
- FEI was acquired by Thermo Fisher Scientific in 2016

### **eventBuilders**

- Senior Project Manager
- June 2007 – May 2011
- Business was dissolved in May 2011

#### Windsor Investments LLC

- Residential Building Manager (14 units) for the building I lived in while working full time. Managed tenant correspondence, repairs, contracts and lease agreements.
- June 2005 – June 2014

#### MarketShift Strategies

- Marketing Specialist (Contract Position)
- April 2007 – January 2008

#### Pac/West Communications

- Senior Account Manager
- July 2002 – April 2007

#### Siskiyou Newspaper at Southern Oregon University

- Business/Advertising Manager
- September 1999 – June 2002

#### Education

- Southern Oregon University, Ashland, Oregon
  - BA in Marketing, Minor in Marketing Communications
  - Graduated Summa Cum Laude, June 2002
- Saxion Hogeschool IJsselmeer, Deventer, The Netherlands
  - International business focused study abroad program, September 2001