

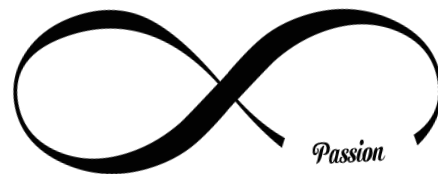
EVENTFUL ...∞... Marketer

EVENT PLANNING | CONSULTING | BRAND PROJECTS

WHY WOULD YOU HIRE EVENTFUL MARKETER?

In the last 16 years, I've been blessed to have a very fun and diverse career. I started my career in 1999 with **GSD&M Advertising** in the media department, then transitioned into account services for the **Chili's** account. Then in 2005, I made to move to the client-side and joined the **Chili's National Marketing** team. Later, I worked for **Jersey Mike's Subs** as their Director of Marketing. In 2010, I became the Sr. Director of Marketing for **Front Burner Restaurants & Twin Peaks**. I have extensive background in creative strategy, broadcast production and national/local marketing. I have spent most of my career focused on National Promotions, TV/Radio/Online creative development and production, Digital and Social Media strategy and execution, Sports Marketing and Franchise Relations.

In 2016, I created Eventful Marketer and decided to focus on what I do best: Event Planning, Consulting, Brand Projects and Non-Profit Planning. If it is something outside my area of expertise, I will recommend other agencies or freelancers that can get the job done.



CONSULTING & ADVISING

- ❖ Eventful Marketer can be a resource in many ways, whether it's advising on partnership opportunities or vendor relations; or on various brand projects, promotions or ideas. You may have an idea of what you want to do, but you just need some ideas or a plan on how to execute.
- ❖ I can be a Dot Connector. If you are looking for new vendor partnerships, or you just need to find a better printer or vendor, I can help.



brand PROJECTS

Brand Projects could be a lot of things!. Because of my experience in marketing, advertising and media, I can take on special projects for you - from the weird and unique to the basic and day-to-day. If you are struggling to simply get a job done or you don't have the capacity on your marketing team, I can step in and get it done.

- ❖ Photo shoots or production
- ❖ Marketing Promotions
- ❖ Partnership Marketing
- ❖ Branding or Re-Branding Work
- ❖ Creative Ideation & Development
- ❖ LSM Toolkits, Ideas and Plans
- ❖ Social Media Projects
- ❖ Product Integration/Production
- ❖ Media Planning/Buying and Content
- ❖ Budget Assistance / Team Structure Guidance
- ❖ Struggling Market Analysis
- ❖ Local Event Marketing
- ❖ Video Production
- ❖ Cause Marketing Strategy
- ❖ Sports Marketing

EVENT PLANNING DESIGN PRODUCTION

National & Local Events

Eventful Marketer can develop best in class events for your company or team

- Internal/Employee meetings or events
- Team Gatherings/Internal Employee Meetings/ Quarterly or Annual or more frequent
- Assist with Event Production and Shows
- TV Shows / Integration
- Concerts/Dinners/Auctions/Fundraisers
- Eventful Marketer can do everything from planning and ideation to execution and post analysis.

GIVING BACK... COMMUNITY/CHARITY/NON-PROFIT

- ❖ Fundraising Ideas and Events
- ❖ Event Planning & Production
- ❖ Large and Small Events / National and Local Community
- ❖ Strategy Sponsorships & Development

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OWNER & CEO

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