

Kellee Dawkins

Event Producer and Marketer

in the San Francisco Bay Area

Portfolio: kelleedawkins.com
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References Available Upon Request

Creative event professional with 7+ years of experience in the wedding and events industry, nonprofit sector, and higher education. Proven ability to produce high quality events that run on schedule and within budget – without sacrificing a client’s vision or an organization’s mission. Skilled in managing event logistics (live and virtual), event marketing, communication strategies, and creative direction. Attentive to detail with an eye for aesthetics. Engaged from the ideation process to reporting and recap.

Experience

2018 - Current

The Pearson Institute at The University of Chicago
Assistant Director of Events (Mar 2019 to Current)
Events Specialist (Oct 2018 – Feb 2019)

- Directed Annual Event Portfolio consisting of
 - 2 Monthly Event Series
 - 3 Quarterly Event Series
 - 5-10 Cosponsored Events
 - 1-3 Distinguished Speaker Lectures
 - 1-2 Academic Conferences/Workshops
- Stewarded Event Budget of 115K +
- Creative Direction & Production Assist for Annual Global Forum
- Developed Event Marketing and Communications Strategy
- Worked Collaboratively with Institute Partners/Orgs
- Designed Visual Identity for Recurring Events

2012 Fight For Joy events + design

2018 **Senior Event Planner + Founder**

- Coordinated 40+ Events (10 - 400 Attendees)
- Work Published in Print + Online Publications
- Managed Event Budgets up to 150K
- Developed + Maintained Vendor Relationships
- Created + Effectively Communicated Timelines
- Curated Social Media + Event Coverage
- Designed Visual Identity for Events

2016 Mercy Street Church (Dallas, TX)

2018 **Director of Communication + Events**

- Planned Small & Large-Scale Community Events
- Managed Internal/External Communications
- Arranged Leadership/Staff Trainings + Meetings
- Coordinated Event Support for 50+ Volunteers
- Led Creative Teams (Visual Arts + Events)
- Crafted Communication Policies
- Directed Organization-Wide Rebrand

Education

MAY **Masters, Public Administration**
2013 University of Texas at Arlington
in Arlington, TX

AUG **Bachelors, Sociology**
2010 University of North Texas
in Denton, TX

Expertise

Professional Event Production, Client + Vendor Relations, Event Marketing, Creative Direction, On-Site Event Management, Team Leadership, Event Registration, Contract Negotiation, Volunteer Coordination, Multi-Day Timeline Creation, Branding + Design

Technical Event Platforms (Zoom, Eventbrite, Slido, Livio) Website Management (WordPress, Squarespace), Email Marketing (Mailchimp, Flodesk, Hubspot), Social Media Management (Hootsuite, Planoly, Canva), Customer Relationship Management (Salesforce, 17Hats, Honeybook), Team + Workflow Management (Notion, Milanote, Asana, Slack)