

# KELECHI JOAN NWAIGBO

**B.Ed**

**EVENT PLANNING & COORDINATOR | OPERATIONS | PROJECT MANAGEMENT | MARKETING**

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## ABOUT ME

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Event Planning & Coordinator, Marketing and Operations Expert and a Project Management Prospective Specialist with over 5 years of Proven Experience in event development, management and marketing. Self-motivated, passionate, and upbeat with a can-do attitude, with a track record of ensuring the flawless functioning of each event hosted through excellent 1st– 4th tier task prioritization methods. Highly adaptable, impeccable management acumen, strong empathy & social skills, good time management with the ability to identify customer needs, and client requirements and positive projection of the company's brand - image, products and services. Keen to make a significant contribution to my work environment as a dependable and efficient employee being resourceful to the organization and affable towards my colleagues. Experienced in budget management and hosting annual conferences, wedding receptions, burial ceremonies and birthday parties. Received top scores in customer happiness (over 90%) and return-mitigation (87%)

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## SKILLS

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- Event Planning & Coordination
- Scheduling Facilities
- Public Relations
- Table Planning
- Relationship Management
- Project Management
- Sales and Marketing
- Customer Retention
- Budget Management
- Communications
- Business Development
- Microsoft Office Suite

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## CERTIFICATIONS

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- University of Nigeria, Nsukka: **B.Ed – Cultural and Creative Arts**: 2019

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## OTHER CERTIFICATIONS AND TRAINING

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- DigiGirls: UI/UX Design : **Certified**: 2023
- National Youth Service Corps NYSC: **Certification of National Service**: 2020/2021
- Atmospheric Event Academy: Event Planning and Management: **Certified**

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## CAREER EXPERIENCES

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- FASTBULL: **Event Coordinator**: November,2023-Present
- EVENTBYKENPSURF: **Event Planner**: September,2021-November,2023
- LOVEBUGS COMPANY LAGOS: **Event Planning and Coordination**: January,2021-September,2021
- ATMOSPHERIC EVENTS, LAGOS: **Events and Strategy Management**: June 2020 – December 2020
- DUCAKS EVENTS, ENUGU: **Event Planning and Coordination**: August,2017-March,2020

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## ACHIEVEMENTS AND CORE OPERATIONS AT FASTBULL

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- Organized and planned various activities, came up with and set up activity schemes, and executed the content. For example: exhibitions, conferences, press conferences, parties, etc.
- Connected with suppliers in the early stage of the activity; such as selecting suitable venues, coordinating on-site construction and layout, arranging personnel, reporting the activity, etc.
- Responsible for promoting and implementing each offline activity, coordinated and managed (material preparation, site management, site execution, etc.).

- Understand internet marketing, good at promoting activities through different online and offline channels; and control the promotion rhythm, etc.
- Accurately understand the needs of the company or customers
- Collected customer feedback, summarize reports, and submit them to superiors.
- Supervised and maintained the equipment and facilities on-site to ensure normal use and maintain the normal operation of the activity;

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### **ACHIEVEMENTS AND CORE OPERATIONS AT EVENTBYKENPSURF**

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- Established the purpose and scope of the event
- Created a budget and timeline for the event
- Sourced and booked venues, vendors, and suppliers
- Created an event schedule and floor plan
- Coordinated with all vendors and suppliers involved in the event
- Managed all logistics and on-site operations on the day of the event
- Evaluated the event and made recommendations for future events.

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### **ACHIEVEMENTS AND CORE OPERATIONS AT LOVEBUGS COMPANY**

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- Developed, organized, planned and promoted a range of large-scale events.
- Created promotional material for the event & distributed it to the target audience.
- Successfully reduced event planning time by 35% through new partnerships with reliable vendors.
- Created promotional material for the event & distributed it to the target audience.
- Liaised with the team to arrange security and advised vendors on health and safety issues.
- Planned and coordinated all registrations and hotel accommodations to ensure the smooth execution of event activities

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### **ACHIEVEMENTS AND CORE OPERATIONS AT ATMOSPHERIC EVENTS**

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- Developed and implemented a new social media strategy.
- Handled post-event reports.
- Researched and updated the team on the trends in the event industry.
- Communicated with vendors, officials and staff to retain customer loyalty and ensured successful organization of events.
- Successfully assisted the team in growing revenue, by 45% by securing cost-effective contracts and sourcing potential vendors.
- Managed and oversaw the social media content.
- Brainstormed and implemented event plans and concepts

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### **ACHIEVEMENTS AND CORE OPERATIONS AT DUCAKS EVENTS**

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- Liaised and negotiated with suppliers such as florists and external caterers
- Reviewed and sourced the locations where the events are to be held.
- Coordinated and successfully organized a wide variety of events including conferences, meetings, weddings, burial ceremonies and birthday parties.
- Managed and coordinated 50+ events within three years, achieving on-time and under-budget execution with over 90% client satisfaction
- Increased sales revenue by 80% within three years
- Developed a complete understanding of the requirements for every event
- Researched vendors and made selections based on their creativity, quality, and cost
- Booked venues, scheduled guests, drafted and finalised contracts, and locked down day-of logistics
- Developed content for event materials and worked with a graphic designer to produce
- Handled day-to-day administration of events and programs, including order placements, BEO reviews, vendor monitoring, travel planning, restaurant reservations, attendee participation, registration counts, RSVP tracking, and issues resolution

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### **REFERENCE**

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AVAILABLE ON REQUEST