



Ellen Maiara

Certified Meeting Professional
Digital Event Strategist
Certified Event Designer

Independent Meeting Professional with proven leadership and management skills. Significant experience running multiple complicated, prestigious programs, reporting directly to Association Executive Leadership. A successful manager with first-rate interpersonal skills who is accustomed to working in the fast-paced environment of conventions, meetings, and events. Able to assess situations, make effective decisions under pressure, and deliver successful outcomes within budget.

Contact

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Address

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Expertise

- Site selection
- Site Inspections
- RFPs
- Contract Negotiations
- Budgets
- Project Management
- Status Reports
- Managing Logistics
- Marketing
- Communication
- Registration
- Event Specifications Guide
- Food and Beverage
- Audio Visual Coordination
- Post Event Reports
- Evaluations
- Supervising Staff

Experience

2008 - Present

Event Solutions Management, LLC | Tampa, FL

Chief Solutions Officer

Comprehensive meeting planning services, specializing in work with small associations. Services include:

- Conducting dynamic site selections
- Composing and distributing succinct requests for proposals
- Performing successful site visits
- Building winning hotel and vendor contract negotiations
- Managing convention logistics with AV and DMC companies
- Creating accurate event budgets using Microsoft Excel
- Providing in-depth status and post-event reports
- Cultivating comprehensive online conference registrations
- Implementing creative food and beverage management
- Communicating event details through Event Specifications Guides
- Developing innovative marketing materials
- Executing constructive post-event evaluations
- Communicating clearly between staff, sponsors, exhibitors, & BODs

2005 - 2008

BICSI | Tampa, FL

Manager of Operations, Professional Development

Direct strategic implementation of business initiatives, including:

- Exceeding annual sales goals by 33%
- Cultivating & implementing a marketing plan for training events
- Developing and coordinating project plans
- Planning & implementing more than 300 annual events
- Site selection and logistics
- Contract negotiation
- Budgeting
- Evaluation
- Supervising 3 coordinators, 20 Master Instructors & 150 Trainers

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Skills

- English
- Pandemic Compliance Advisor
- Writing
- Signage
- Room Set-up
- AV
- Food and Beverage
- Arrivals and Departures
- PowerPoint
- Eventbrite
- Airport Transfers
- Shipping and Receiving
- Hybrid Meetings
- Vendor and Hotel Sourcing
- Budgeting
- On-Site Management
- Program Design
- Registration
- Housing
- Sponsorship Management
- Post Event Reconciliation
- Microsoft Office Suite
- QuickBooks
- Adobe Suite
- FileMaker
- Dropbox
- Canva
- SharePoint
- Stage Manager

Education

BFA in Theater Design and Technology with and emphasis in Stage Management
SUNY Purchase, School of the Arts

2001 - July 2005

HB Associates | Tarpon Springs, FL

Meeting Manager and DMC

- Directing events for Destination & Conference Services divisions
- Creating & administering budgets to maintain cost control
- Conducting site inspections and negotiating contracts.
- Developing promotional and conference literature
- Coordinating direct mail campaigns
- Developing databases and online forms for registration
- Overseeing travel and transportation arrangements
- Managing sleeping room block
- Directing exhibition process
- Developing cost-saving food and beverage menus
- Managing on-site logistics, vendors & staff
- Overseeing event master accounts for proper billing

1997 - 2001

New York University | New York, New York

Program Coordinator

- Coordinate 1500 major university events throughout tenure
- Arrange event content, schedules, budgets, publicity, F&B, and A/V
- Contract vendors as needed to provide services to produce events
- Communicate event logistics to vendors and staff of more than 20
- Conduct post-project critiques to improve on future projects
- Produce events showcasing the original works of performing artists
- Manage the maintenance of two performance facilities
- Interview, hire, and train a staff of event assistants
- Conduct weekly training sessions to improve services to clients

1995 - 1997

American Society for Technion | New York, NY

Assistant Program Coordinator

- Organize and implement the registration process for meetings
- Create and distribute marketing materials
- Arrange international meeting logistics for more than 90 people
- Design, develop, implement, and maintain event/travel database
- Coordinate speaker tour logistic

Professional Activities and Awards

- Certified Event Designer (CED) earned in December of 2020
- Digital Event Strategist (DES) earned June of 2020
- Named "Meeting Planner to Watch in 2013" by Convention South
- Tampa Bay Area MPI Star Award 2008
- Certified Meeting Professional (CMP) earned January 2005
- Instructor Meeting Professional Global Courses
- Member of Meeting Professionals International
- Past member of Actors' Equity Association's Stage Management Council