

# Ellen Maiara, CMP, DES, CED

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## Vice President, Meetings and Events at American Geophysical Union

Dynamic, results-driven Meeting Professional with expertise in orchestrating complex, high-profile events. Adept in leadership, project management, and strategic planning. Recognized for exceptional interpersonal skills, decision-making capabilities under pressure, and innovative problem-solving in fast-paced environments.

### EXPERIENCE

#### **ORAU** **01/2023 – Present** **Event Project Planner** **Remote from Tampa, FL**

- » In the past year, led negotiations and logistics for over 60 hotel contracts, resulting in savings of more than \$750,000, achieving revenue alignment between events and annual targets.
- » Applied industry best practices and event management to support a portfolio of peer reviews, scientific meetings, and other technical services.
- » Optimized event organization processes, enhancing customer satisfaction through targeted alignment with enterprise objectives.
- » Cultivated strong client management with internal teams and excellent vendor management utilizing strong corporate communication skills, ensuring seamless event execution.
- » Forged strong strategic partnerships with hotel properties and national sales managers, enhancing alignment with the business model and improving stakeholder engagement.
- » Optimized project management efficiency by developing and implementing a tailored software solution, streamlining event planning processes.

#### **Event Solutions Management, LLC** **01/2008 – Present** **Chief Solutions Officer** **Tampa, FL**

- » Spearheaded comprehensive meeting planning services, enhancing creative content delivery, resulting in an increase in stakeholder engagement.
- » Fostered a culture of strong financial management by implementing a transparent budgeting process, significantly enhancing stakeholder trust and satisfaction across the organization.
- » Implemented thorough site selection strategies that improved event quality, fostering collaboration across teams and enhancing overall event impact.
- » Developed targeted marketing funnels that boosted event attendance within 6 months, enhancing stakeholder engagement and visibility.
- » Designed and executed an innovative Affiliate Program that fostered collaboration and significantly improved attendance, aligning with corporate objectives.

#### **BICSI** **01/2005 – 01/2008** **Manager of Operations, Professional Development** **Tampa, FL**

- » Directed and scheduled operations for over 300 events annually, ensuring adherence to budgetary standards and enhancing overall quality.
- » Analyzed workforce needs and established personnel requirements. Requisitioned and selected qualified employees to meet established requirements and organizational goals. Assigned employees to jobs, established standards and training for proper work performance, and familiarized staff with company rules, procedures, and policies.
- » Directed business initiative implementation, increasing revenue growth by 33% within one year
- » Developed and executed marketing strategies for training events, coordinating logistics for 300+ events annually.

**HB Associates**  
**Meeting Manager and DMC**

**01/2001 – 01/2005**  
**Tarpon Springs, FL**

- » Conducted site inspections, budget development, contract negotiations, and designed promotional materials. Directed exhibition processes, food and beverage planning, and on-site logistics.
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**New York University**  
**Program Coordinator**

**01/1997 – 01/2001**  
**New York, NY**

- » Coordinated 1,500 major university events, including content, schedules, budgets, and vendor contracts.
- » Managed event logistics for a large staff and performed post-event critiques.
- » Supervised and trained event assistants and maintained performance facilities.

**EDUCATION**

**Bachelors of Fine Arts in Theater Design/Technology with an emphasis in Stage Management**  
SUNY Purchase Purchase, NY • 09/1985 – 05/1989

**CERTIFICATIONS**

**Certified Event Designer (CED)** 12/2020 – Present  
Event Solutions Management, LLC

**Digital Event Strategist (DES)** 06/2020 – Present  
Event Solutions Management, LLC

**Certified Meeting Professional (CMP)** 01/2005 – Present  
Event Solutions Management, LLC

**PROJECTS**

**Event Solutions Academy** 01/2005 – Present  
Event Solutions Management

The Event Solutions Academy is a comprehensive online training program designed to prepare meeting and event professionals for the Certified Meeting Professional (CMP) exam. Through mentoring and coursework, more than 2000 students have achieved their CMP dreams.

**Event Locker**

Event Solutions Management

A comprehensive database solution designed for meeting planners, consolidating all essential event information into a centralized platform.

**SKILLS**

Artificial Intelligence, Branding, Budgeting and cost-control, Certified Event Designer, Certified Meeting Professional, Creative Thinking, Decision-making, Hybrid & Virtual Meetings, Interpersonal Skills, Leadership, Marketing & Communications, Mentoring, On-Site Management & Logistics, Perform under tight deadlines, Post-Event Reconciliation & Reports, Problem-solving, Program Design, Project Management, Sponsorship Management, Staff Supervision & Training, Strategic Planning

**Software Skills:** Acrobat, Canva, Chat GPT, Cvent, Dropbox, Eventbrite, FileMaker, Google Suite, HTML, Microsoft Office Suite (Word, Excel, PowerPoint), Monday.com, Photoshop, QuickBooks, SharePoint, WordPress