**Lisa Sanderson**

Mob: 0410 001 871 Email: lisajaneevents@gmail.com

• Personable • Thrives under pressure • Sound analytical and problem-solving skills

**Profile**

Event Planning and Marketing Professional with outstanding organisational skills and creativity. Experienced in negotiating assignments & completing them within designated timeframes. Good work ethic, positive attitude, flexible and reliable.Expertise in excel, word, PowerPoint on mac and PC as well as adobe Photoshop, pdf editor, after effects, WordPress and other programs.

**Professional Experience**

**Events and Outreach Coordinator.** *Casey House HIV/AIDS Hospital Foundation* May 2019 – Dec 2019

**Duties:** Coordinated annual internal events and external campaigns, including contributions to the Canada wide Doors Open weekend and Toronto Pride parade as well as Casey Houses own National art auction Art With Heart.

**Achievements:**

* Design of the parade float keeping Casey House and Pride Toronto branding, vision and values in mind for 2019
* Tracking and coordination of artwork transportation pick up, framing and storage for Art With Heart
* Acting as main point of contact for event related suppliers and stakeholders, including donor artists and gallerists for Art With Heart, parade float contractor for pride and performers for Voices for World Aids Day
* Assisting with and planning logistics at venue
* Collaborated with Casey House Volunteer Program Manager to schedule and train on-site volunteers
* Creation of all on-site documentation including map, brief and runsheets, scripts and event specific documentation
* Obtaining quotes from external contractors, suppliers and stakeholders

**Director of Awards and Event Manager of Summits**, *Media Corp International.*May - Nov 2017

**Duties:** Organised, managed and established the CXO Leaders awards for marketing heads from concept to completion and managed operations for CIO Leaders Thailand, CIO/FSI Leaders Australia and CISO Leaders Australia summits.

**Achievements:**

* Researched and consulted with authorities to determine categories and criteria
* Collaborated with Summit team to develop budget and with website developers to create a new website, a design for the logo and marketing material
* Created content for event marketing eDM's and social media posts
* Design of the finalist reel and animated holding slide (made using adobe Photoshop and aftereffects)
* Event production through décor, catering, entertainment and award process from concept to fruition
* Sourced, secured and coordinated external suppliers from contract to onsite management
* Created events attendee registration sites, nomination portals and websites with EventsAir
* Compiled both awards show and summit Runsheets, AV Runsheets, table plans and other on-site documentation

**Event and Conference Coordinator**, *Key Media*Aug 2016 - Apr 2017

**Duties:** Coordinated event for the New Zealand and Australasian Law Awards, Australian HR and Mortgage Awards and the National HR Summit

**Achievements:**

* Acted as the initial contact with finalists and liaised with sponsors to gain necessary collateral
* Collaborated with design, sales and marketing departments for all event campaigns
* Created the visual presentation for the awards night and conferences
* Organized external suppliers, such as photography, staging and MC/entertainment, as well as event documentation and briefing sheets
* Performed general set up and stage managing at the event and post event administration
* Created on-going updates of events, attendee registration, desktop sites and mobile apps in EventsAir and websites in Joomla

**additional Experience**

**Supervisor, Head Wait, Wait and Bar Staff,** The Butler Did It Mar 18 to Jan 20

**Retail Supervisor and Counter Clerk,** University of Sydney Union2013 to 2016

**Office Administration and Reception,** Insight Management Partners Jan - Aug 2015

**Volunteer Work**

**Volunteer logistics coordinator and promotion material designer** Jan 2020

* Toronto located fundraiser for WIRES bushfire appeal

**Special Events Committee Person** 2011/12

* 120 Gala Event for Sydney Institute, Drummoyne Sailing Club
* World Firefighter Games

**ABC 702 Radio Marketing Department Internship** 2011

* In preparation for the Knit In and the Andrew Olle Media Lecture

**education**

**Bachelor of Business (Sports Administration)** Swinburne University of Technology (Online) 2012

**Diploma in Events**, TAFE NSW Ultimo Campus 2011

**Higher School Certificate,** Newtown Performing Arts High School (Dance)2009

**REFERENCES**

**Fiona Garnham**: Supervisor – University of Sydney Union. Mob: 0411 742 313

**Leanne Donaldson**: Honeybrooks School of Dancing. Mob: 0411 288 765

**Consuelo Orrego**: Event Manager – The Butler Did It (Canada). Email: consuelo@cglcc.ca