



Melissa Horwood

Events Professional

About me: I am an experienced Events Marketing Professional with over 20 years experience. I am returning to the workforce after finishing post graduate learning. I have a demonstrated history of producing highly successful events that deliver amazing results with the bottom line and the overall customer experience. I have worked in the financial services, real estate, marketing and not for profit sectors. I have a passion for providing customer service/experience excellence and the details involved in their success. No job is too small or big, it's all in how you approach the project.

Contact:

647-290-2926

mhorwood60@hotmail.com

Key Skills:

- Virtual, hybrid, and live events Producer
- Customer Service excellence
- Customer experience planner
- Pivot Master
- Logistics A-Z
- Agenda's and project plans
- Budgeting and reconciliation
- Identifying opportunities
- Sponsorship development
- Metrics - KPI's
- Exceeding targets
- Creative thinking
- Marketing strategies
- Brand development
- Conversion strategies
- Vendor negotiation
- Content creator
- Collateral management

Education:

Oxford College -

Honours Diploma in Business Management, 2025

Honours Diploma in Office Administration, 2024

Mohawk College - Three year Diploma, Advertising and Communications Media, 2002

Managing Matters - 2008-2009

Project Management Essentials C1-2016

Technology:

- MS Office
- Adobe
- Zoom, Google, MT
- Online Registration Platforms

Experience:

Office Administrator, BALC

March 2024 - Current (Part Time)

- Oversee the day to day administrative duties for the office
- Manage the Pastors day-to-day schedule
- Coordinate in church events
- Manage all tenants and church event bookings

Producer, Encore Global, Toronto

October 2021- February 2023

- Client Managed and Executive Produced events exclusively for the TD Bank account including the:
 - North American AGM, 2 days of online and pre produced content
 - Show calling, Technical direction, show flow design, etc.
 - TD ONE VIP Series 2021:
 - Produced over 6 hours of online exclusive content including:
 - VIP Sports, with Dorris Burke and Wayne Gretzky
 - VIP CMHA's featuring Dean Brody
 - VIP Music featuring Cheryl Crowe

Manager, Events, Covenant House Toronto

July 2019 - March 2021

Worked closely with the Associate Director to develop strategic plans to increase revenue and ROI for the events department, which included: Four signature events, as well as all third party events (100+) and all school initiatives. Three direct reports: two Associate Managers, one Coordinator

Accomplishments:

- Executive Sleep Out 2019 - Successfully revamped the event microsite and event positioning. Exceeded target of 1.1M to over 1.35M with an ROI over 90%
 - Increased the team retention rate from 60% (2019) to 81% (2020) and exceeded the team target of 32 teams raising over 600K
- Stay In Sleep Out 2020 - Covid Pivot
 - Over 750K raised
- Executive Sleep Out Virtual Edition 2020
 - Created show flow/ production schedule and produced over 2 hours of live to air content
 - Exceeded target of 1M to over 1.25M during the covid pandemic

Manager, Events Marketing, Keyspire Group Inc.

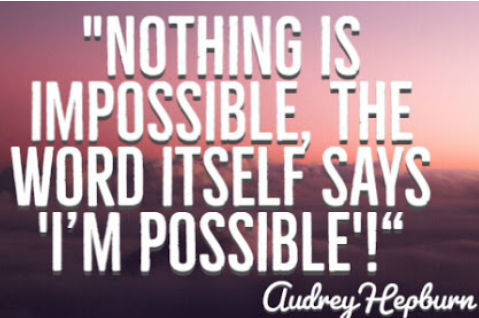
July 2015- May 2018

Research, strategy development, planning, recommendation and implementation of all customer acquisition event marketing and communications, and overall brand strategy development and management for the Keyspire brand - Cont. on page 2.

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"NOTHING IS
IMPOSSIBLE, THE
WORD ITSELF SAYS
'I'M POSSIBLE!'"
Audrey Hepburn

A bit more about me...

- Innovative and creative - no challenge is too big
- Organized - Love checking the boxes off my to do lists
- Collaborative - Team focused, but enjoy working independently on my piece of the puzzle
- Solid multi-tasker, managing multiple projects and deadlines concurrently
- Obsessed with the details - the little things stand out!
- Customer experience focused - Think, feel, interact, experience
- Dedicated Customer Service excellence planner

References available upon request.

Keyspire Cont.

- Oversaw all event management logistics for 200+ events: The Wealth Tour, 3-day Cash Flow Workshops and 3-day Investor Summits; which includes: venue sourcing, food and beverage requirements, onsite blueprint, audio visual, décor, all communication, collateral management and shipping, set up and tear down, etc.
- Oversaw all consumer facing advertising strategies, plans and outlets such as radio, print, digital, video and social media
- Worked closely with the onsite sales teams to continue to increase conversion rates
- Managed marketing collateral inventory, printing, and budgets to maximize both cost efficiency and collateral effectiveness, keeping collateral up to date and on brand - Cost savings of over 100K annual

Manager Corporate Communications and Events, B2B Bank Oct 2011 - Dec 2014

- Worked to an annual sponsorship and events budget of 300K
- Managed 47+ conference and trade-show sponsorships annually
- Managed all promotional buying for the company, over 150K annually
- Managed 10+ golf tournament, curling, and activity sponsorships
- Managed all internal and external communications pertaining to conferences and events
- Re-branded all: marketing materials, conference and trade show booth, and all promotional items within the give timelines and budget
- Successfully launched a client appreciation movie day, 8 cities across Canada. Over 1000 attendees attended, 300 clients and their families
- Acted as Co-Chair of the Social Committee

National Events Manager, Rogers Communications Feb 2002 - Mar 2011

- Events Department responsible for over 8 million in gross revenue
- 2.5+ million budget (buying through outside suppliers)
- 60+ conferences/ events/ awards programs annually flowed through this department
- Negotiated preferred supplier agreements with Fairmont Hotels, American Express, Westbury National
- Relationship manager for all key corporate sponsors
- Worked closely with Editorial teams on event formatting and speaker arrangements
- Development/ creation of "MARKETING Week" 2008 and 2009 (Gross revenue 650k)
- Management of all MARKETING Magazine's Awards Programs (3 per year) - Digital Marketing Awards (300 attendees), Media Innovation Awards (1000 attendees) and Marketing Awards (600 attendees)
- Management of MARKETING Magazine's Conferences and live educational programs (8 per year) I.e. Sports Marketing, Engagement Marketing, Multicultural Marketing, Digital Day, etc.
- Management of judging processes and on-site event management of the MARKETING awards programs judging days (x 3 per year)
- Sponsorship liaison and management of customized sponsorship opportunities. Created for companies such as CANWEST, CTV, Astral Media, Pattison, CBC, and Rogers Media