

HEATHER ROGERS

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QUALIFICATIONS

Motivated **Event Marketing, Sponsorship Activation, and Public Relations Professional** with proven success in coordinating resources and people to promote brand awareness and consumer engagement. Excel at *project management, developing concepts, executing plans, leading teams, public presentations, tracking data and delivering results*. Dynamic personality with communication and presentation skills that build rapport and consensus. Demonstrated ability to organize multiple projects and manage budgets. Can-do attitude, determine to excel and willing to take on new challenges.

PROFESSIONAL EXPERIENCE

Agency 21 Consulting, Miami, FL, Nashville, TN July 2018 – Present

Event Director, The Whisky Extravaganza (IWSC Group North America)

- Transitioned IWSC asset to new management agency and maintained position as lead director on the Whisky Extravaganza.
- Responsible for IMM revenue development, event production, venue negotiation, and activation across ten markets.
- Oversee creative agency partners, public relations firm, social media partners, direct report, and part time staff.

IWSC Group North America, Atlanta, GA, remote Philadelphia, PA October 2016 – June 2018

Director Sponsorship Activation

- Revenue Development: sponsorship proposals across multiple festivals including Atlanta Food & Wine Festival, Sugarland Wine and Food Affair, and Whisky Extravaganza.
- Media Liaison: Lead sponsor integration with media partners and media agencies to execute all communication commitments for sponsorships
- Create marketing materials, activation trackers, and production outline for sponsorships.
- Production lead for all onsite activation: load in, load out, program integration commitments.
- Manage rotating team of direct reports to help achieve activation excellence. Provide ongoing mentorship to both current and previous junior staff
- Salesforce, Adobe Design, All Seated, Social Tables, and Prospecting software.

HAVAS Sports and Entertainment (*ignition*), Atlanta, GA

Production Director

April 2015 – September 2016

Senior Production Manger

June 2014 – April 2015

Brand Manager

June 2013 – June 2014

- Hybrid client services and production roles overseeing all aspects of experiential marketing programs including client communication, budget development and management, production development and execution, project management, day to day account coordination, and results reporting.
- Manage multiple accounts from RFP to execution phase simultaneously.
- Managed direct reports and teams of contract staff.
- **Projects:** 2013 & 2014 Cheez-It ESPN College GameDay Sponsorship, 2014 FIFA World Cup Trophy Tour by Coca-Cola North American activation, 2013 FIFA World Cup Trophy

Tour by Coca-Cola Cayman Island, USVI, and British Virgin Islands activations, 2014 & 2015 Coca-Cola & Gold Peak Tea Atlanta Food And Wine Festival executions, 2014 & 2015 Kellogg's Little League World Series activation, 2014 & 2015 Kellogg's MLB All-Star Fanfest & Color Run, 2015 Essence Festival Coca-Cola & Gold Peak Tea Activations, Coke Life Lobster Rumble New York & Los Angeles, BlogHer, and National Planning Meetings activations, 2015 Taste of Atlanta Coca-Cola, 2015 New York City Wine and Food Festival Coca-Cola & Coca-Cola Life activations, The Marvel Experience 2014-2015, 2015 Coke Life PGA activation, Under Armour NFL Combine

HAVAS Impact, Atlanta, GA

February 2013 – April 2013

Consultant- Program Development, Client Presentations

- Developed RFP response for global HAVAS client with CFO and VP team
- Presented operations plan for RFP response to global client leadership

HAVAS Impact, Atlanta, GA

May 2011 – December 2012

Senior Production Manager

- Negotiate contracts, execute production elements, and manage budget for multiple experiential programs.
- Direct communication across creative, account, and production teams.
- Coordinate production of event elements with creative teams and vendors.
- Report to Director of Operations on budget management and program execution elements.
- Train and hire field marketing teams in multiple cities activating simultaneous programs.
- Supervised development of registration app for the iPad and program focused website with technology vendors.
- Report on program KPI's in a timely manner to make real time execution changes to improve results.
- Utilize Sequel, PeopleSoft software.
- Extra Mile Award Recipient – Q3 2012
- **Projects:** Humana Freewheelin Republican and Democratic National Convention Execution, Wells Fargo/ Wachovia Conversion Charlotte and Winston Salem, North Carolina, Woolite National Mall Sampling Program

MKTG, Chicago, IL

December 2009 – January 2011

Assistant Event Manager – Diageo Spirits

- Train, hire, and manage staff of 250 promotional models responsible for representing the full line of Diageo brands at on premise, off premise, experiential, and special events in the Chicago area.
- Execution of over 4500 sampling events and special events in 2010.
- Analyze captured data to report on success metrics and adjust execution.
- Consult with client on event activation, program creation, budget tracking, and results reporting.
- Communication of event details, product knowledge, and scheduling to the promotional team.
- Manage warehouse staff, coordinate special event merchandisers, and direct special event details between all parties.
- Utilized internal agency event reporting tracking software and developed office wide excel platform for managing team schedule.
- **Projects:** Don Julio Loft, Taste of Chicago, Captain Morgan House at Wrigley Field, House of Walker, Cuervo Games, Kettle One Golf Tournaments, Product Launch Events, Distributor Training & Sales Meetings, Tanqueray Gin Institute, On and Off premise activations

SPN SAMPLING, Laguna Beach, CA, Chicago Team Leader – EAS Myoplex Tactical Team	September 2009 – December 2009
GROW MARKETING, San Francisco, CA Atlanta Market Producer – Bare Escentuals Influencer Program Atlanta Market Producer – Sinupret for Kids Influencer Program	February 2009 – May 2009 December 2008 – February 2009
BI WORLDWIDE, Minneapolis, MN Tour Manager – Chrysler Mobile Showcase <i>Projects: LPGA activations, Food & Wine Festivals</i>	March 2008 – October 2008
HAVAS IMPACT, Atlanta, GA Tour Manager – Warren Miller Films and Corona Tour	October 2007 – December 2007

