

AIMEE PAWLOWSKI

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EVENT AND BEVERAGE INDUSTRY PROFESSIONAL

I am an Event and Hospitality industry professional with over 10 Years of experience in event management, event production, marketing, sales and business development. I have a unique professional background, but all my experiences are rooted in building outstanding, long-lasting relationships, providing exceptional experiences and ensuring impeccable client service.

Specialties include: Event Management - Client & Sponsor Relations - Event Planning & Production – Event Marketing - Brand Development - Vendor Relations & Negotiations and Business Development

PROFESSIONAL EXPERIENCE

Freelance Event Management and Production Austin, TX

November 2017 - Present

- Work with clients on the facilitation, planning, coordination and execution of small- and large-scale functions, festivals and events
- Manage various aspects of events from event research, venue searches, production coordination, pre-event mailings and sponsor/vendor management, to on-site event setup and management, registration/check-in, food and beverage service and staff management.

GMR Marketing Account Manager/MillerCoors - Austin, TX

April 2016 – October 2017

- Managed a roster of sports and entertainment partnerships for MillerCoors (MC) in Austin valued at over \$5 million dollars. Roster included Austin City Limits Festival, Xgames, University of Texas Athletics, Dallas Cowboys, Rodeo Austin, I Heart Media, IMG, Emmis Communications and TEAM Enterprises
- Day-to-day client management including client and partner meetings, vendor management, weekly status updates, timelines, responsibility charts, next step summaries and comprehensive post-event recaps for all programs
- Directed all phases of event activations from planning to on-site management and production to load-out
- Managed contractual assets valued at over \$1 million including tickets, signage, media, player appearances, flyaway trips and merchandise
- Created ticket request procedure for all event ticket requests and managed ticket tracking and distribution
- Scheduled, educated and mentored Brand Ambassadors for all events and programs
- Managed all event team resources, branded assets and event inventory and created branded uniforms for all special events
- Coordinated local media initiatives to maximize event marketing opportunities and target brand specific consumer activations
- Produced over 100 events including all UT gameday activations, the Coors Light Tailgate, in stadium Designated Driver program and samplings as well as the ACL Miller Lite Stage VIP Hospitality Experience

Mosaic Urban Influence Manager/Anheuser Busch - Austin, TX

June 2015 – March 2016

- Exceeded year end goal by increasing volume by 24% across target market
- Managed a roster of 75 Key/Influencer accounts and client relationships for all AB brands
- Sold in long term distribution of key AB brands and established long-term relationships with key accounts
- Managed budget of \$100k for local event sponsorships, activations and influencer engagement
- Served as face of the brand to consumers, industry professionals and distributor partners
- Led brand and sales training with distributor partner to strengthen partnerships with distributor sales reps
- Conducted brand education seminars for sales force, members of the trade and consumers

Southern Glazer's Distributors On Premise Sales - Austin, TX

December 2012 – June 2015

- Achieved yearly sales goals and exceeded market growth and visibility among brand portfolio by 20%
- Managed a territory of over 100 on-premise accounts focused on establishing market presence for new and emerging spirits brands
- Cultivated existing account relationships as well as prospected for new accounts within territory
- Introduced and sampled new products to accounts and conducted staff trainings to develop brand awareness
- Maintained monthly activity reports, on sales, features, menus placements, events and new accounts
- Worked with suppliers on key accounts and developing business opportunities within those accounts

Acadiana Center for the Arts

June 2010 – May 2012

Event Manager/Producer – Lafayette, LA

- Implemented event processes, procedures and best practices for the venue
- Executed and produced over 150 events which included the Inaugural Gala Opening
- Managed all events surrounding AcA programming, fundraisers and private events including, event design, event marketing, budget, fundraising, sponsorship, artist hospitality, staff/volunteer management and vendor relations
- Negotiated over \$100k in new contractual partnerships as Co-chair of Gulf Brew, the largest AcA fundraiser and Louisiana's largest Beer Festival
- Directed all Venue/Artist Relations including advancing shows, artist hospitality, riders, transportation, travel arrangements, day of show and budgets
- Sold venue space, gave tours of the facility to potential clients and communicated directly with external clients to ensure excellent customer service and proper usage of the facility
- Cultivated relationships with sponsors and donors to secure funding
- Managed all aspects of larger signature events including obtaining all required city and government permits, vendor negotiations, agreements and contracts, coordinating and managing volunteers, coordinating ticket pricing and sales, designing and implementing site plans, providing oversight and management on the day of event

Alem International - Multiple Locations

2010 – 2012

High Beam Events – Austin, TX

On Site Event and Logistics Manager

- Worked as Freelance Event Producer for various client events, provided all aspects of event management services including event execution, venue management, F&B management, Branding, hospitality and logistics
- Responsible for VIP off-site event management, including set-up, transportation and hospitality
- Porsche – Cayenne 2011, North American Product Launch – Birmingham, AL (1,100 attendees)
- Mazda North American Dealers Meeting – Dallas, TX (1500 attendees)
- Mobile Tour – Porsche Cayenne Hybrid Launch Traveling Expo – East Coast
- Land Rover Global New Vehicle Launch, LA Auto Show – Los Angeles, CA
- Microsoft Surface Launch Event – Austin, TX
- SXSW Official Day Parties – Austin, TX

Gourmet Fine Catering

December 2006 – July 2009

Event Designer & Sales Manager – Denver, CO

- Surpassed over \$500,000 in yearly sales
- Solicited new business by developing corporate relationships through networking, cold calling, direct selling and weekly client presentations
- Negotiated and managed venue space at multiple event venues
- Presented at industry events, such as bridal shows, trade shows and Chamber of Commerce Events
- Supervised event staff ranging from 1 to 40 people per event
- Collaborated with firm's PR and web consultants, created an improved website and marketing collateral
- Highlights include 6 high profile events for the 2008 DNC totaling over \$200,000 in catering sales for the week

EDUCATION

University of Louisiana at Lafayette (ULL)
ULL Study Abroad

Council of Educational Exchange

Bachelor of Arts, Political Science
Juan les Pins, France
Work Abroad Program,
London, England