

DIANE F. WATANABE

2715 E. Vista Drive

Phoenix, AZ 85032

Home: 602.368.8075 / Mobile: 480.710.2119 / Email: luvtigger01@yahoo.com

SKILLS

- Seasoned meeting professional with proven skills in budget management and marketing experience.
- Experienced in contract negotiations with hoteliers and vendors and maintain positive relationships.
- Ability to manage committees with polished interpersonal skills.
- Adaptable to any environment with flexibility to handle situations as a challenge solver.
- Knowledgeable in trade show management and international events.
- Proficient in Microsoft Office applications – Word, Excel, Outlook, PowerPoint, and Publisher.

EXPERIENCE

FreeLife International, Phoenix, AZ

November 2006 – June 2010

Senior Events Planner

- Consistently recognized performance as event lead for several company events: annual convention, incentive retreats and international programs.
- Served as liaison with internal departments regarding program initiatives and managed budget expenses to meet company objectives.
- Assisted marketing with design creation and approvals, web content, and event promotional and collateral materials.
- Decreased program expenses by developing own creative designs for special event functions.
- Interacted with country office team members in Mexico, Germany, Australia and Indonesia and guided them in executing successful events.

WorldatWork, Scottsdale, AZ

October 2004 – September 2006

Senior Event Manager

- Assumed department manager responsibilities during 12-week transition period.
- Managed program initiatives as liaison with internal departments and maintained budget analysis on expenses to meet company objectives.
- Maintained vendor relationships with Sponsorship Manager along with onsite execution of the trade show.
- Initiated process planning documentation and mentored junior event planners.

TriGenesis Communications, Chatham, NJ

April 2003 – July 2004

Associate Program Manager

- Controlled National Continuing Education Programs for Pfizer's Program Managers (100+ programs/year) that were conducted throughout the United States. Managed program logistics and executed appropriate accreditation for physicians, nurses and/or pharmacists for each program.

Financial Executives International, Florham Park, NJ

December 1996 – April 2003

Conference Manager

- Performed responsibilities as Conference Director during a nine week transition period. Two conferences held during this time period met and exceeded expectations.
- Directed volunteer program committees, generated brochure development and distribution, initiated program development, controlled budget maintenance, and organized all meeting logistics. All program budgets met or exceeded expectations.
- Primary liaison with graphic designer and marketing team to develop conference brochures and advertising content.

Conference Administrator

- Coordinated program and marketing activities for all events; managed exhibitor and event sponsor activities for Sponsorship Manager; implemented pre- and post-production procedures; supervised onsite registration process; and maintained registration database. Initiated training manual for support staff to increase database efficiency.

EDUCATION

University of Nevada, Las Vegas, Las Vegas, NV, B.S. in Hotel Administration

PROFESSIONAL

Member of Meeting Professionals International

Certified Meeting Professional (CMP) Designation