

MARK ANDERSON
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OBJECTIVE ACCOUNT EXECUTIVE / EVENT MANAGER

An executive position, managing and marketing a public / private use venue or meeting planning organization. I would be able find and positively influence perspective clients by defining tactical marketing approach's and the presentation materials required to create successful gatherings of diverse interests while managing logistics and operational standards insuring a superior experience.

STATEMENT I am dependable, accountable and experienced in an extremely broad range of services, which include, designing, planning and executing corporate meetings, social events and public events including trade shows, sponsorship management and offsite hospitality programs. I have earned the respect of my peers has been visibly recognized on many occasions as an active member of meeting professional associations and convention bureaus. Client retention and customer loyalty are always a priority.

STRENGTHS

- | | | |
|-----------------------------------|---------------------------------------|----------------------------|
| - Account Management / Sales | - Strategic Sales and Market Planning | - Contract Negotiations |
| - Collateral Material Development | - Creative Thinking | - Logistics and Operations |
| - Budgeting and Forecasting | - Safety and Security Priorities | - Space Planning |
| - Conflict Reconciliation | - Client Retention | - Team Participation |

EXPERIENCE

2003 - PRESENT

SOUTHWEST SCENIC GROUP, TEMPE, AZ

Account Executive - Primary contact for the interaction between clients and their additional contractors during the design and installation of corporate events, conferences or the construction of specialty displays

2002- 2003

CONTRACTOR, PHOENIX, AZ

Self Employed - Event Design, Trade Show Manager, Event Coordinator – Independent contract manager negotiating services from a wide range of vendors for the effective planning and execution of tradeshow, conferences and events.

1996- 2003

ULTIMATE EVENTS / PHOENIX TENT RENTALS / TRI-RENTALS, PHOENIX, AZ

Account Executive / Event Coordinator / Event Manager - Specialist in the design, coordination of equipment, service and installation of private events and public festivals, including site plans and permits, for private and municipal clients.

1994-1996

NATIONAL EXPOSITION SERVICES, PHOENIX, AZ

Account Executive – Sales and management of general and specialty services for tradeshow promoters and exposition managers including freight services, drayage, booth fabrication and exhibitor services

1993-1994

AIM / CONTRACTOR, HAYWARD & BURLINGAME, CA

Self Employed – Event Design, Trade Show and Event Manager

1989-1993

RICHARD JAMES CORPORATION, BURLINGAME, CA

Trade Show Manager

1985-1989

WESTERN SCENIC STUDIOS OAKLAND, CA

Account Executive / Event Director

1979-1985

WILLIAMS, SCOTSMAN LONG BEACH, CA

Account Executive (Special Events)

COMPUTER SKILLS

Microsoft Products (Word, Publisher, Outlook, Excel, Windows, Explore, Explorer) - Adobe (Elements, Acrobat Writer, Photoshop, Illustrator) - Sketch Up Pro 7

Professional Affiliations (Past & Present) Meeting Professionals International, Greater Phoenix Area CVB's Hotel Sales and Marketing Association, National Association Of Catering Executives, Arizona Society of Association Executives, Arizona Chambers of Commerce

Education

California State University, Hayward – Marketing 2 years 1978-80
Currently applied for Certified Meeting Professional 2011 exam

References

Addressed by client or industry service available on request