

TAYLOR MARKARIAN

Event Management | Marketing | Production

An enthusiastic and creative Arts and Entertainment Management and Marketing professional with a strong passion in production and experiential marketing. Adept at multitasking responsibilities and organizing schedules in a timely fashion. Detail oriented and flexible with the ability to work independently and thrive in a fast paced environment.

TECHNICAL SKILLS

I am proficient in Google Suite, Teams, Microsoft Office, and Keynote, as well as both Mac and PC operating systems. Additionally, I have experience in TripleSeat, 17Hats, Aisle Planner, Trello, Honeybook, and InMotion.

TRADITIONAL SKILLS

I am able to manage and prioritize time oriented goals effectively, while also being extremely accomplished in operating within teams and individual centric work.

INTERESTS

I have a passion for the performing arts and worked previously as a professional performer and assistant choreographer before venturing into the experiential marketing industry. Additionally, I find joy in traveling and taking cooking classes while finding quiet moments to read and write. I also enjoy a good marathon of the "Chilling Adventures of Sabrina".

EVENT COORDINATOR

- Sourcing Decor
- Travel
- Catering
- Content, Graphics, and Copy
- Venues
- Staffing
- Entertainment
- Project Fulfillment
- Client and Internal Communication
- Operating Budget

CONTACT INFORMATION

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New York, NY

EMPLOYMENT HISTORY

Event Production Coordinator (Freelance)

MAS Event + Design (May '18 - Present)

- Managed operating budgets, sourcing and finding creative solutions
- Facilitated the execution of event staging and load-in while overseeing all crew and personnel
- Constructed engaging vendor decks for pitches and client overviews
- Arranged travel for in-house teams and event personnel
- YouTube, Google, ACLU, Spotify, Unilever, Facebook, Delta

Jack Morton Worldwide (October '20 - December '20)

- Coordinated copy and graphics through inMotion for client approval
- Supported the virtual event hosted on Jack Ethos (Conference Plus)
- Arranged onsite travel and catering for crew
- Created pitch decks as well as both Internal and Client Agendas
- Sheetz Year End Virtual Event 2020

Brooklyn Winery (Freelance)

Event Coordinator (Nov '20 - Feb '21)

- Working as a part of the First Batch Hospitality events team to service all three locations as needed (District Winery, Brooklyn Winery, Virtual Wine Events).
- Initiated and maintained communication with prospective clients for both Brooklyn and DC properties via TripleSeat

Sales and Marketing Coordinator (Nov '19 - Nov '20)

- Supported and engaged with Chief Revenue Officer on a daily basis
- Responsible for tracking past and future revenue in the pipeline
- Coordinated Direct Wine Shipper Licenses, helping to ensure expanded business across the US

Virtual Administrative Assistant (Freelance)

Intimate Weddings 30A (July '20 - Oct '20)

- Developed internal systems for a startup, intimate wedding, service
- On-boarded clients to Trello and Aisle Planner
- Assisted with office administration and managed co-op space
- Implemented workflows within Honeybook for clients and vendors
- Aided in budget management for Intimate Weddings 30A

Production Intern

Todo Productions (Jan '20 - March '20)

- Coordinating with various outside vendors, creating pitch decks
- Managing pick-ups and deliveries for the office and local event sites
- Developing production schedules, supporting the production team on site at events

CERTIFICATIONS

Cvent Supplier Network

Hootsuite Platform

EDUCATION

Pace University | Pforzheimer Honors College | Lubin School of Business

Bachelor of Business Management (BBA)

Major: Arts and Entertainment Management

Minor: Marketing

GPA: 3.91