



BRIANNA MENDEZ

Event Coordinator | Visual Designer

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OBJECTIVE

Seeking a position as an Event Planner in an environment where my creative skills and abilities will contribute in the growth of the organization. Employs strong communication and organizational skills to meet client and company needs.

EDUCATION

TEXAS STATE UNIVERSITY • DEC 2019

BFA Communication Design

SKILLS

- Attention to detail
- Customer Service skills
- Organizational skills
- Strong oral and written communication skills
- Event Coordination
- Ability to successfully handle multiple projects at the same time
- Ability to respond quickly to feedback
- Ability to prioritize to meet deadlines
- Excels in setting annual and long-term performance goals

EXPERIENCE

EVENT ASSISTANT, PROMO AMBASSADOR, MARKETING INTERN • SA CURRENT • SEPT 2016 - PRESENT

Began as a marketing intern to help develop and implement unique marketing campaigns, events, and overall promotion of the San Antonio Current

- Organized and maintained events and details in Google Sheets and Google Docs
- Created cost savings by implementing and researching new vendors
- Coordinated vendors, and event contributors including volunteers, pre-promotional activations, food for staff, and onsite transportation services.

PRIDE AND TRADITIONS COORDINATOR • TEXAS STATE UNIVERSITY • JUNE 2018 - MAY 2019

Spearheaded programming for Texas State University Homecoming, a week-long event with a program budget of \$35,000, and spring festival with a program budget of \$65,000.

- Oversaw inhouse and contracted production team for marketing and sponsor materials
- Developed and maintained two-way communication between management and events team.
- Facilitated vendor contacts with research and marketing personnel ensured vendors were provided deliverables and marketing materials

EVENT AND TRADESHOW PRODUCTION INTERN • SAN ANTONIO STOCK SHOW & RODEO • OCT. 2018 - FEB. 2019

Communicated with retail vendors, volunteers, and patrons to resolve conflicts and ensure satisfaction of all parties. Assisted with on-site event execution including event set-up and break-down

- Prepared marketing content for all Shops at the Rodeo
- Developed a daily newsletter which was distributed amongst 300+ vendors
- Prepared and managed up to date information on website and mobile app
- Assisted with management of e-commerce site and fulfillment of online sales for our Official Merchandise program
- Created and edited grounds signage, store directories, and maps
- Maintained a comprehensive database of vendor information as well as an accurate filing system of documents which were confidential, legal and/or time sensitive