

MARILYN NOLAN

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■ PROFILE

Conferences ■ Fund-raising ■ Trade Shows ■ Meeting Planning ■ Cultural Programs

Creative professional with expertise in all aspects of successful event/program planning, development and management. Excel in managing multiple projects concurrently with detail, problem-solving and follow-through strengths. Demonstrated ability to recruit, motivate and build cohesive teams. Sourced vendors, negotiated contracts and managed project budgets. Superb written communications, interpersonal and presentation skills.

■ SELECTED ACCOMPLISHMENTS

Special Events Management:

Planned and coordinated conferences, meetings and events for companies, professional associations, arts/cultural, and other organizations. Developed program content and administered budgets. Arranged all on-site logistics, including transportation, accommodations, meals, guest speakers and entertainers, and audiovisual support. Coordinated participation and represented companies at industry trade shows. Recognized for creating and planning some of the most successful events ever held statewide.

- ◆ **Created cultural events for an arts organization that boosted membership enrollment.**
- ◆ **Organized 5 conferences for 2 national professional associations, surpassing all prior attendance records.**
- ◆ **Designed successful community educational campaigns promoting safety awareness.**

Fundraising & Public Relations:

Created, planned and managed all aspects of several major fundraising campaigns resulting in a significant increase in contributions raised for each function over prior years. Recruited volunteers and developed corporate sponsorships. Generated extensive media coverage through effective promotional and public relations strategies. Created newsletters distributed to employees, customers and others.

- ◆ **Co-chaired capital fund campaign raising \$3.5 million for new facility.**
- ◆ **Coordinated 3 auctions raising over \$140,000 for an educational institution.**
- ◆ **Initiated successful publication generating \$25,000 to finance community programs.**

Sales & Marketing:

Selected by management to spearhead opening of regional office, including all logistics, staff relocation and business development efforts. Designed and implemented creative sales and marketing strategies to capitalize on consumer trends and penetrate new market. Coordinated and conducted sales training.

- ◆ **Developed and managed 17 key accounts generating \$10 million annually.**
- ◆ **Recognized for managing top revenue-generating program company-wide.**
- ◆ **Consistently exceeded sales forecast and led region to rank #1 out of 6 in profitability nationwide.**

■ EXPERIENCE

Volunteer Event/Program Coordinator, ARTS COUNCIL, BOTANICAL GARDENS & CULTURE EXCHANGE, Chicago, IL (1998–present).

Financial Underwriter, MARCON FINANCIAL SERVICES COMPANY, Chicago, IL (1990–2003).

■ EDUCATION

B.A. in Business Administration, Springfield College, Springfield, MA