

RESUME

FW.

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FREELANCE

1304Collective LLC

2017 – Present

- Led end-to-end production for live events and brand activations with up to 5,000 attendees, managing budgets, vendors, and on-site execution.
- Designed and executed marketing strategies that increased audience engagement by 20% and event attendance by up to 32% year-over-year.
- Secured over \$80K in sponsorships for nonprofit and cultural events; contributed to fundraising efforts exceeding \$2M.
- Scaled community engagement through digital campaigns, growing social media audiences from 0 to 10K+ in under 4 months.

PLATFORMS

Marketing & Event Tech: Cvent, Eventbrite, Airtable, Posh, Canva, Mailchimp, Bizzabo, GreaterGiving

Productivity & Collaboration: Wrike, SharePoint, Slack, Microsoft Suite, Google Drive

SKILLS

- Project Management
- Experiential Marketing Strategy
- Client and Stakeholder Communication
- Budget & Contract Management
- Venue & Permit Management
- Vendor Management

Event Manager with 8+ years of experience producing high-impact events for leading corporations—including conferences, trade shows, galas, and wellness programs. Known for flawless execution, event marketing, strategic vendor management, and building strong client relationships. Ready to bring my organizational expertise to a company that values community, innovation, and curated experiences.

EXPERIENCE

Senior Event Producer, Simpli Engage

Feb 2022 – Dec 2024

- Developed and executed strategic B2B events and marketing campaigns with budgets upwards of \$500,000.
- Negotiated high-value sponsorships with brands like Politico, Oracle, and Business Journal, securing a 40% increase in event funding while enhancing co-branded marketing efforts.
- Designed interactive brand experiences and content-driven event programming, leading to a 35% rise in attendee engagement.
- Led cross-functional collaboration between sales, marketing, and product teams, ensuring seamless event execution that aligned with broader company growth objectives.

Operations Manager, KNEAD

Dec 2019 – Feb 2022

- Spearheaded event sales and high-level operations, leading talent development, multi-unit launches, and strategic workforce planning while driving profitability, brand consistency, and operational excellence.
- Built and led high-performing teams, overseeing recruitment, training, and operational excellence.
- Directed multi-unit openings and operational strategy, ensuring seamless launches and brand consistency.
- Implemented cost-saving initiatives and financial controls, optimizing profitability and resource management.
- Developed and executed strategic workforce planning, streamlining operations and enhancing efficiency.

Event Coordinator, BYDESIGN Magazine

Feb 2017 – Sept 2019

- Collaborated closely with the marketing team to develop and execute targeted event marketing strategies, significantly boosting attendee engagement and overall event visibility.
- Led end-to-end event production from concept to execution.
- Executed thorough post-event processes, including debrief sessions, bill reconciliation, data analysis, and completion of financial reports, ensuring transparency and precise event closure.
- Consistently achieved and exceeded operational goals, realizing an impressive 70% profit margin across all completed events through effective resource allocation and cost management.

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