



LILI BOPP

SUMMARY

Driven, creative and experienced professional with a strong aptitude for event marketing and social media management.

EXPERIENCE

LEXUS/PRODUCTIONS PLUS – Nationwide, USA – (2013 - Present)

JR SUPERVISOR TRADE SHOW & EXPERIENTIAL MARKETING EVENTS

Execute nationwide marketing events and programs in various demographic markets across the country all while upholding the brands message and image.

- Consult and educate prospective clients through public speaking engagements, event hosting, experiential events and PR reveals.
- Train and mentor team members. Coordinate and manage a team of up to 30 product specialists and brand ambassadors (schedules, delegating tasks, training.)
- Compile field data into concise reports. Critique events by creating event summary recaps for agency partners and automotive client to identify trends and increased ROI and KPI's on local marketing efforts.
- Communicate feedback to the ad agency and/or show coordinator rating the function of: effectiveness of the event, partner vendors, team members and travel accommodations.

Major Accomplishments

2015 promoted to Team Captain.

2016 promoted to Junior Supervisor.

Consistently in the top 10% of lead generation efforts nationwide.

RUNWAY CATERING GROUP – Remote – (2018 – Present)

SOCIAL MEDIA MANAGER

Successfully launch and re-brand social media platforms including Facebook and Instagram.

- Introduce and implement the global social media calendar, updating the calendar with relevant cultural events and significant information.
- Coordinate with the event planning team to produce and publish time-sensitive content in a prioritized manner.
- Individually conduct research, analyze target demographics and implement social media trends to increase engagement.
- Monitor marketing analytics; provide a monthly report tracking SEO, KPI and CPM to the marketing team.
- Develop, designed and edited engaging content for Instagram and Facebook.
- Act as the brands voice across social channels, monitored discussions, posts and comments.

Major Accomplishments

2018 achieved and surpassed company goal of 30% social growth.

2018 expanded new business by 15% through inbound marketing.

SKILLS

- Excellent written and verbal communication skills.
- Motivated, goal driven and able to work independently.
- Account management
- Experienced Public Speaker
- Building and maintaining professional relationships.
- Social Media Strategy, Media Planning, Copywriting, Market Research, Facebook Ads, SEO.

Software

- **Inbound Marketing:** HootSuite, Sked Social and Apphi, MOZ.
- **Microsoft Office:** Word, Excel, PowerPoint & Outlook.
Google Drive: Docs, Sheets & Slides.
- **Creative:** Adobe Creative Suite: Photoshop & Lightroom.
- **Remote Software:** Trello, Asana, Monday Slack, Zoom, Evernote, PandaDoc, TSheets, My Staffing Pro, Paychex Flex.

QUENCH STAFFING – Los Angeles, CA (Remote) – (Aug. 2019 – Mar. 2020)

HIRING MANAGER

Responsible for full circle recruitment: preparing, sourcing, screening, selecting, hiring and onboarding.

- Oversee the entire candidate journey providing a positive experience starting from the point of contact all the way until they become part of the team.
- Assess candidates to ensure qualification and profile matches.
- Conduct interviews and schedule confidential interviews for the rest of the hiring team.
- Support the candidate's transition and onboarding process.
- Build staffing teams across major cities in short periods of time. (Teams of 20+ staff with 1-2months notice)

Major Accomplishments

Promoted from Event Booker to Hiring Manager within 2 months of employment on Oct. 2019.

EVENT BOOKER

Book and staff events nationwide, working very closely with agencies to ensure and exceed event staffing expectations.

- Operate as the lead point of contact for any and all matters specific to client events. Build and maintain strong, long-lasting customer relationships.
- Liaise with client and team to resolve client issues and project related concerns.
- Estimate, quote and contract negotiation while managing client expectations, requests and deliverables.
- Work with the hiring team to expand event staff in select cities.
- Create initial contract proposal, negotiate, analyze, prepare and revising contracts.
- Act as the point of contact, available to the client through the entire event. Control, assist and trouble shoot with check-ins/outs, breaks, and issues during event hours. Closing out events with payroll and reviewing staff time sheets.
- Creating and sending invoices. Assisting with Accounting.