

Scott Welch

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PROFESSIONAL EXPERIENCE

Fern Exposition and Event Services, Kansas City, MO / Los Angeles, CA

February 2009 – Present

Account Executive (*May 2013 – Present*)

- Create pitches and implement experiential designs and concepts for high-profile clients, including Google, IBM, Samsung, Sprint, Molson Coors, Lenovo, L'Oréal, and Cerner Corporation
- Oversee large-scale events attracting up to 70,000 participants with budgets exceeding \$2M
- Provide exceptional customer service while managing 30 to 40 accounts simultaneously
- Proactively seek out and identify new business opportunities and assign tasks to team members
- Develop and oversee plans and timelines, handle daily and monthly reporting, manage contracts, and manage all documentation associated with event
- Act as a point of contact to internal contacts and external partners to ensure the successful execution of all tradeshow and event experiences; hire and manage staff and vendors
- Collaborate with on-the-ground team and marketing department to ensure events runs smoothly
- Manage the production team as it relates to all audio-visual, décor, talent, and flow needs
- Follow policies and procedures per legal guidelines and regulations for each event
- Create event marketing elements that deliver transformational experiences for attendees
- Lead post-event close out operations, including bill reconciliation, budget tracking, closing documentation, and event evaluations

Project Manager (*February 2009 – May 2013*)

- Directly supported Account Executives; arranged portfolios, created PowerPoint presentations, and attend Sales meetings
- Managed and provided onsite support at tradeshow, conferences, events, and experiences
- Supervised structure installs, assisted with client needs, and ran errands as needed

Fencepost Productions, Kansas City, MO

May 2007 – January 2009

Administrative Assistant

- Directly supported the Owner; ran errands, ordered office supplies, and provided personal support
- Maintained company database and input orders
- Assembled product samples for Sales department, clients, and factories

River City Products, Kansas City, MO

May 2002 – April 2007

Executive Assistant

- Provided support to Owner; managed calendar, ran errands, and assisted with special projects
- Created presentations for Sales Associates
- Supervised a staff of 120 employees in a 20,000 square-foot warehouse
- Maintained and restocked inventory and assured quality control

EDUCATION

Truman State University, Kirksville, MO

Bachelor of Science, Business Administration; Concentration in Marketing, 2007

SKILLS

Microsoft Office Suite, Google Suite, SketchUp