

TAYLOR PERKINS

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PROFESSIONAL SUMMARY

- I am a storyteller, a playmaker—a producer of long-lasting moments for brands and consumers.
- Dedicated and experienced event producer with over eight years in the industry.
- Expertise in managing projects from conception to completion for high-profile brands.
- Recognized for delivering exceptional event experiences for JBL Audio, Red Bull, SimpleMobile, and more.
- Supports non-profit organizations actively engaging the community to build new and existing relationships.
- Effectively leads cross-functional teams and handles multiple projects simultaneously.
- Master in Advertising and Communications and honored magna cum laude.

CORE COMPETENCIES

- Experiential Event Production
- Project/On-site Execution
- Vendor Management
- Budget Management
- Deliverable & Timeline Tracking
- Professional Communication Building
- Staff Training & Retainment
- Proposal Decks
- Strategic Planning
- Task Delegation

PROFESSIONAL EXPERIENCE

Event Marketing Manager, YMCA
Sanford, ME

October 2023 - Present

- Produce innovative monthly non-profit events resulting in 5% membership growth YoY.
- Lead teams to develop monthly action calendars and determine desired outcomes.
- Develop project timelines to ensure all deadlines and deliverables are on target for execution.
- Coordinate the integration of stakeholders within the community.
- Work within allotted budgets to produce non-profit events.

Senior Account Coordinator, Trigger House
Portsmouth, NH

April 2021 - June 2023

- Spearheaded 15+ monthly experiential events at the JBL NYC Flagship Store.
- Increased sales by 10% YoY at the JBL NYC Flagship Store.
- Led bi-weekly status calls and delivered post-meeting notes.
- Acted as the primary liaison to a client marketing team accountable for strategic event planning and production.
- Managed project budgets ranging from \$10K to 100K and up to \$1M+.
- Maintained decks, spreadsheets, timelines, and plans.
- Crafted and managed master event run of shows for all activations.
- Coordinated all logistical event elements, including load-in/load-out and stage programming.
- Executed on-site management, coordinating teams of up to 30 people and vendors across multiple locations.
- Developed activation recaps that included consumer interactions and increased brand awareness.

Account Coordinator, The Story House
Portland, ME

September 2018 - April 2020

- Managed cross-functional teams to produce trade shows, mobile tours, pop-ups, live events, and festivals.
- Led the preparation, advancement, and execution of activations.
- Aided in the development of budgets and work plans for assigned programs.
- Led operational comms and delivered action items to appropriate departments to meet deadlines.
- Managed project contracts, invoicing, and expenses.
- Led on-site event activations for Simple Mobile at Sports Illustrated's "The Party," Rolling Loud, and ComplexCon.

Marketing Assistant, Fieldstone Marketing
Biddeford, ME

September 2016 - May 2018

- Worked closely with the President, VPs, and Brand Specialists to define B2B marketing objectives.
- Collaborated with several brands to create compelling content and attention-grabbing marketing materials.
- Ideated, created, and distributed all marketing materials to brand leads and retailers.
- Developed and maintained project calendars to ensure all deadlines were met.
- Provided on-site leadership support at AmericasMart in Atlanta for the Semi-annual market showcases.

Local Marketing Assistant, Sinclair Broadcast Group Company
Portland, ME

September 2015 - June 2016

- Acted as a liaison between the sales team, management, and corporate.
- Contributed to new business pitches with strategic campaign ideas.
- Conducted DMA competitive analysis using multiple research databases.
- Created and updated daily/weekly reports to track quarterly local sales.
- Tracked current consumer trends and behavior for sales strategy.

EDUCATION

Masters of Science in Advertising, Boston University, *Boston, MA*

Bachelor of Science in Professional Communications & Minors in Sociology and Anthropology, Plymouth State University, *Plymouth, NH*