

CHANTEE BROWN
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EVENTS/ PROGRAM MANAGER

- Combines creativity with business acumen and program management skills
 - Delivers high value, creative events and programs on time, within budget with measurable results
 - Self-starter with experience in team leadership, vendor management and client engagement
 - Excellent budget management and negotiating skills
 - Detail oriented with a focus on strategic goals
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PROFESSIONAL EXPERIENCE

Kony, Inc., Foster City • CA

6/2013 – 5/2016

WW Events/Program Manager

Worldwide Events and Program Manager for dynamic mobile application development start-up. Responsible for international and domestic events and conferences ranging in size from the Gartner Symposium in Orlando with 5,000 plus attendees to dinners with 20 prospects. Events include an annual three-day sales training session, an annual worldwide customer, partner and prospect event, high visibility conferences as well as regional customer meetings and events. Managed annual budget of \$1 million, and created sponsorship packages. Secured significant discounts from hotel venues, negotiated with vendors to deliver the best value for our investment, ensured a common look and feel across company events, created reusable and flexible tradeshow and event components. Coordinates and managed all pre-event strategy meetings.

Highlights: Expanded booth leads from the Gartner Symposium Orlando and Barcelona by 40%, from 2013-2015. Negotiated prime locations at each event resulting in an increase of foot traffic

Integrated Device Technology, San Jose • CA

7/2010 - 1/2013

WW Marketing Communications Manager

Directed worldwide Marcom activities and managed specialists in North America, China, Japan, EMEA, and Southeast Asia. Managed budget of more than \$1 million. Collaborated with business units and sales to define objectives, create strategies, and identify program elements for trade shows, advertising, and customer initiatives. Drove event programs to map to business objectives and were part of marketing communications programs. Developed standard event and trade show processes. Identified new event marketing opportunities based on customer insight, industry trends and competitive research. Prepared financial reports, mapped bottoms-up budget with top-down directives collaborated with internal client stakeholders to evaluate effectiveness of programs. Defined program success metrics. Documented and reported post show reports including ROI.

Highlights: Managed more than 30 events annually from conception to completion in all the target regions

XILINX, San Jose • CA

1999 - 2008

Events Manager

Coordinated logistics for industry events, campaigns, tradeshow and conferences, including scheduling/timeline management, booth and exhibit orders, site selection, catering, promotions, attendance/registration and lead retrieval. Created and maintained budgets. Monitored campaign progress and results, including web promotions, to improve event registration. Identified and utilized new industry events and speaking opportunities across North America. Established and maintained relationships between vendors and internal creative services team. Oversaw events specialist and coordinated with stakeholders to define and produce tradeshow booths, demos, and messaging.

Highlights: Negotiated significant cost savings with event venues. Streamlined event management process by improving scheduling, planning, budgets, and creating coordination strategies

XILINX (continued)

Marcom Program Manager

Managed web-product launches. Assigned writers and designers and created schedules to ensure on-time and on-budget project completion. Developed and maintained vendor relationships. Executed offline and online deliverables, including user and sales guides, brochures, data sheets, case studies, newsletters, scripts and web content.

Highlights: Improved efficiency by leveraging resources and information across projects

Silicon Graphics Inc., Mountain View • CA

1997 - 1999

Marcom Event Program Manager

Planned and managed production of 100 marketing communications deliverables in support of SGI 320 and 540 workstation launch, including collateral, sales tools, packaging, in-box materials and trade show / event support with annual budget of \$5 million. Managed vendors in all aspects of design, timeline and budget requirements. Drove cost negotiations for each show, including design, production, signage, giveaways, and all booth graphics. Conceptualized and oversaw production of web site as well as Marcom tools for regional and international usage.

Highlights: Established common look and feel for events and collateral materials, which contributed to successful product launches

Apple Computer, Cupertino • CA

1988 - 1997

Marketing Communications Specialist

Designed and implemented marketing communications materials. Managed worldwide distribution of sales guides, brochures, and data sheets. Coordinated marketing for imaging product in major trade shows, product introduction launches and high-profile-events.

Highlights: Successfully managed operations of imaging print sample lab, which generated over 200,000 samples worldwide per year

PROFESSIONAL DEVELOPMENT

Coursework in Marketing Communications: UC Berkeley Extension, Berkeley, CA
Continued Educational Courses in Trade Show & Events
Professional Development Courses in Communication Trends, Leadership