

DARICE E. GOODWIN

EXPERIENCED EVENT PROFESSIONAL

 Orange County, CA

 (310) 714-1449

 DariceGoodwin@gmail.com

 LinkedIn

A results-driven event management professional with extensive experience in producing high-visibility and impactful events for diverse industries. Expertise lies in strategic planning, budget management, and stakeholder engagement. Highly skilled in project management and effectively executing planning processes end-to-end across all event components. A demonstrated ability to understand business objectives and deliver exceptional event experiences that align with organizational goals. Proficient in leading cross-functional teams and leveraging technology platforms as planning tools to optimize event efficiency.

CORE COMPETENCIES

Event Logistics & Operations	Budget Management & Administration	Team Leadership & Management
Project Management	Venue, Vendor & Supplier Coordination	Strategic Planning
Risk Management	Contract Negotiations	ROI & KPI Reporting
Event Staffing	Solution Oriented	Microsoft Office Proficient

PROFESSIONAL EXPERIENCE

Event Producer, Perfect Success Event Management & Production Company | 10/2011 – 12/2023

Directed the tactical planning and logistics of event budgets ranging from \$5K to \$750K and attendee counts of 10 to 5,000 for numerous annual events, including galas, outdoor/film festivals, receptions, product launches, seminars, townhalls, executive training, board meetings, conferences, regional leadership meetings, tradeshows, webinars, and virtual meetings and events.

- **Managed a portfolio of accounts** that encompassed well-known brands and tastemakers, including the Coca-Cola Company, City of Long Beach, City of Compton, Hollywood Black Film Festival, Real Men Cook, and Abbot Kinney Festival Association.
- **Supervised various elements of event operations**, including concept curation, project plans, programming, agenda and call sheet development, marketing and promotions, invitation and collateral material design, supplier/vendor procurement, venue selection, speaker identification, requests for proposals (RFP), master service agreements (MSA), run of shows (ROS), supervised volunteer staff coordination, trained and assigned paid event staff, and oversaw event registration tracking.
- **Met timeline and budget** constraints through clear, concise scheduling and intensive supplier contract negotiations.
- **Improved future event success and identified growth opportunities** by evaluating event metrics and conducting post-event reporting measuring goal achievement, areas of improvement, and stakeholder and sponsor return on investment (ROI).
- **Exceeded service level expectations** through adept management of client relations and stakeholder engagement, showcasing exceptional verbal and written communication skills, and fostering robust collaborations with various teams.
- **Produced annual three-day conference with 5K attendees, 15+ speakers, and 10+ breakout rooms**; moderated and facilitated on-site workshops and guided post-event surveys to determine outcomes of key performance indicators (KPIs).

Senior Manager, Events & Experiences, Filene Research Institute | 06/2023 – 09/2023

Curated innovative and indelible experiences that featured the organization's six research areas, highlighting cutting-edge results for tested products and services that funneled to consumers of financial institutions managing \$1B+ in assets.

- **Oversaw all aspects** of event management and virtual experiences for external and internal events from ideation through implementation for maximum return on investment (ROI), coordinating post-event debriefings, and financial reporting.
- **Led planning and coordination with cross-functional teams for numerous high-visibility programs and events nationwide**, including four roadshow seminars, two key conferences, an annual two-day hybrid symposium for strategic partners, and four co-sponsored events; hosted upwards of 25+ webinars on trailblazing studies for innovative banking strategies.
- **Served as liaison** for key stakeholders with the responsibility of streamlining event operations, managing the organization's annual event calendar, and analyzing key performance indicators (KPIs), goals, processes, and deliverables.
- **Conducted market research** to pinpoint optimal opportunities, timing, and event locations; managed event budgets ranging between \$5K and \$600K, forecasted expenses, and explored additional revenue streams from potential sponsors.
- **Leveraged technology** like MS Teams, Salesforce, Swoogo, Monday.com, EventMobi, and Concur for event efficiency.

Executive Director/Event Producer, Q-20 Entertainment | 01/2015 – 05/2023

Advanced organizational mission under its non-profit Center for Education and Academic Development by directing operations, fundraising activities, and events focused on providing educational options and resources to at-risk youth and young adults. Developed and sustained strategic partnerships with sponsors, clientele, donors, and other key stakeholders.

- **Co-sponsored NAACP State Virtual Voters Rally and Ballot Party** in 2020 and 2021 via Zoom to register new voters and educate existing voters on the presidential election, local state representatives, and important political issues on the ballot.
- **Co-produced and managed event logistics for the Sprite Step-Off**, the largest college Greek stepping competition in history, featuring over 30 events nationwide in 20+ cities, the largest combined stepping prize pool in history, and providing \$1.5M in college scholarships; featured several nationally known, award-winning celebrity guests and musical artists.
- **Raised \$20K in scholarship funds to support 15 high school graduates** attending a four-year college by co-producing "Elite Scholars" virtual scholarship fundraisers.
- **Showcased underrepresented fraternities, sororities, and local organizations in the Santa Barbara community** by co-producing the UCSB Black Alumni Weekend featuring the Gold Coast Classic Step Show competition.
- **Served as the organization's spokesperson** at local, statewide, and national events through speaking engagements, serving on committees while also moderating panels.

Vice President of Events, National Sales Network, Los Angeles Chapter (NSNLA) | 01/2012 – 12/2015

Supervised the Director of Events, Program Chair, and Program Committee in executing monthly workshops, seminars, speaker engagements, discussion panels, networking affairs, and other annual program activities.

- **Planned and executed annual signature events**, including the Jazz Brunch, Golf Tournament, and Holiday Gala in partnership with on-air talent from KJLH Radio using Constant Contact for email marketing and Cvent for event registration.
- **Produced monthly industry discussion panels, sales training seminars, career development workshops with top-level executives from Fortune 500 companies**, and quarterly Sponsor Spotlight events focused on presenting career opportunities with companies such as Direct TV, Johnson & Johnson, State Farm, and Medtronic. This effort of community building led to local recognition and culminated in winning Chapter of the Year within the national organization.
- **Coordinated concurrent professional development sessions** at the National Sales Network Conference and Career Fair.

EDUCATION

Bachelor of Arts in English and African American Studies, Loyola Marymount University

Concentration: Writing | Minor: Business Administration

CERTIFICATIONS

Event Professional Industry & Product Certifications, Cvent Academy *in progress

Meeting and Event Planning Certification, California State University, Dominguez Hills

AWARDS & RECOGNITIONS

Certificate of Appreciation for Event Planning from Los Angeles Mayor Eric Garcetti

Featured in the Los Angeles Wave Newspaper and the Los Angeles Sentinel Newspaper

PROFESSIONAL AFFILIATIONS

Member, Women in Sports and Events (WISE)

Regional Ambassador, Loyola Marymount University's Orange County Alumni Regional Chapter (LMU OCARC)

Ambassador, Loyola Marymount University's African American Alumni Association (LMU AAAA)

Board Member / Event Coordinator, Black Health Collaborative (BHC)

Board Member, Center for Education and Academic Development (CEAD)

Life Member, Alpha Kappa Alpha Sorority, Inc. (AKA)