



Bailee Sanford

PERSONAL SUMMARY

Hardworking and reliable event planner focused on going above and beyond to exceed customers' expectations. My education and experience in the industry allow me to offer top-notch service. Highly motivated to continue learning and growing as an event industry professional.

SKILLS

Team collaboration, communication, creativity, organization, adaptability

EDUCATION

Bachelor's Degree in Hospitality,
Restaurant, and Tourism Management
University of Nebraska - Lincoln
Aug 2017 - May 2021

EXPERIENCE

Event Producer

planit inc. | June 2021 - present

- Produce virtual, hybrid, and in-person events for clients ranging from small business to large firms
- Manage budgets, timelines, contracts, and all planning logistics
- Coordinate event details such as: venue management, production, general session and breakouts, show flow, scripting, audio and visual, food and beverage, décor, speakers, transportation, sponsorship, housing, health and safety, and registration
- Collaborate on marketing details such as: overall theme development, digital marketing and branding, email campaigns, signage and printing, and gifting
- Create and manage registration and virtual platform websites

Social Media and Marketing Co-Manger

planit inc. | August 2021 - present

- Create content plans, implement strategy, form series, manage data, and analyze trends
- Develop and conduct weekly department and leadership meetings
- Coordinate advertising contracts

Server

Augusta National | April 2021

- Used proper serving techniques to ensure patrons had a high-class dining experience
- Sanitized in great detail to protect patrons from Covid-19
- Contributed my hospitality experience and knowledge at one of the most prestigious sporting events in the world

Founder and Owner

Bailee's Banners | July 2019 - present

- Founded startup that specializes in hand-painted event backdrop banners and home décor banners
- Articulate original design ideas to clients and translate directions into artwork

Event Management Intern

Lancaster Event Center | Jan 2020 - March 2020

- Maintained databases of event and vendor information for easy retrieval
- Publicized events to bring in ideal guests to execute successful events
- Worked with clients to understand requirements, needs, and preferences, and proposed ideas to improve the success of each event
- Engaged with clients and guests enthusiastically to ensure they had a great event experience

Event Planning Intern

Barry's The Nebraska Bar | Jan 2020 - March 2020

- Assisted in putting together private events, including preparing event calendars and coordinating resources
- Maintained on-site presence during events to meet quality expectations