

CAITLIN CAREY

Chicago, IL

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PROFESSIONAL EXPERIENCE

Johnson & Johnson/Kenvue, San Francisco, CA / Chicago, IL

June 2021 – Present

Manager, Events and Communication – Consumer Health

Responsible for leading and organizing internal events such as national sales meetings, customer meetings between J&J and retail partners, team meetings, onsite guest speakers, and industry events such as trade shows, exhibits, and other industry functions.

- Drive to deliver and create experiences that delight stakeholders by sourcing, leading contract negotiations, room block management, registration website design, food and beverage management, vendor management in partnership with procurement, risk mitigation & final billing for over 50 large scale events.
- Leverage extensive experience to act as a consultant to customer development stakeholders and translate their needs into effective events and meetings within designated budgets.
- Spearhead the legal and regulatory approval process for all newly created trade show booth graphics, designs, promotional video, slogans, and other marketing materials to ensure compliance and visual excellence are the end result.
- Manage the \$10MM annual budget for events, production materials, and sponsorships while looking to leverage opportunities to expand presence without going over plan.

Marketing Events Manager - MONARCH®

Responsible to lead a cross-functional team to create annual and individual events plan and effectively lead and deliver all scheduled internal and external events based on strategic objectives.

- Drive events strategy, develop business objectives and create post-event analytic reports to guide effectiveness of key trade shows.
- Oversee site sourcing, room block management, travel, and transportation for staff and/or attendees for over 50 events annually.
- Work with the exhibit house to lead and guide booth design, storage, and trade show availability for all product lines in multiple specialties.
- Manage over \$1MM annual trade show and events budget, ensuring sponsorships, invoices and future event deposits are paid on time and receive proper cost analysis.
- Manage the planning and coordination with 3rd party vendors that support national sales meetings, events and trade shows.
- Work closely with stakeholders to evaluate ROI and key performance indicators at regularly cadenced post-mortem.
- Collaborate closely with the digital marketer to use communication channels to effectively create awareness and drive attendance by key targets.

Zimmer Biomet, Denver, CO

March 2020 - January 2021

Conventions Senior Specialist

Responsible for the planning and execution of all Zimmer Biomet Spine exhibit properties at industry conventions, trade shows, and education workshops.

- Coordinated the transition of 50+ show calendar from in-person events to virtual meetings in the wake of COVID-19 and responsible for developing exhibit properties, and interactive product displays that support the marketing efforts.
- Provided on-site coordination of events. Complete oversight of set-up, on-site personnel, show services and tear-down. Carefully tracked ROI and KPI and eliminated events that were causing a strain on budget with no quantifiable return
- Collaborated with product managers and designers to develop marketing materials, advertisements, and graphics for virtual and in-person meetings and events.
- Partnered with the communications and brand teams to ensure all graphics are current and reflect corporate messaging and strategy.
- Built electronic file structure from scratch. Gave home to thousands of vital documents and housed archived event history for background.
- Researched and interviewed multiple vendors in order to source a new exhibit house that would reduce costs to our company by 85% per year and improve our trade show displays.
- Developed an inventory for every piece of display material owned by the Spine division. Allowed for greater insight into brand presence and streamlined the process of requesting materials due to universal naming conventions and electronic database.

- Worked from inception to deployment to launch a new Zimmer Biomet Spine Sales app where all marketing materials, event calendars, sales rosters and other vital details can be housed in the pocket of our customers.

U.S. Bank, Minneapolis, MN

March 2015 - January 2020

Project Manager (Events)

Founding member of the \$65MM project that decreased turn times for Small Business Lending by 83% through the most dynamic technology project release to come to U.S. Bank since the fax machine.

- Planned and carried-out nationwide roadshows for over 2,000 impacted end users as well as company leadership - ensured execution of communications, technical services, audio visual, catering, event set-up and tear down all ran seamlessly.
- Executed logistics and acted as facilitator for two dozen employee role workshops with third-party project integrator at multiple cross-country locations.
- Acted as Navigator in Agile studio environment – served as point of contact for logistics coordination, problem-solving and removal of impediments.
- Drove proper messaging by supplying OKR & KPI updates to company leadership and facilitating bi-weekly review session readouts for additional external stakeholders.

Abstract Displays, Cincinnati, OH

May 2014 - March 2015

Project Coordinator (Trade shows)

Lead trade show coordinator to client portfolio of 30+ while assisting in successful tactical execution of nation-wide events.

- Managed B2B events from pre-design stage through invoicing including collaborating with internal and external clients, graphic partners, generating sales orders, securing, and completing show service kits.
- Primary liaison to client, internal project team, audio visual, event management, contractors, and ancillary vendors regarding individual projects.
- Retained inventory management of hundreds of client properties, graphics, and products, including the allocation of properties for shows and events.

Downing Displays, Cincinnati, OH

June 2013 - May 2014

Account Manager (Trade shows)

Coordinated the logistics of over 100 trade shows and events in a calendar year.

- Orchestrated the completion, submission and follow through of over 100 show service orders with show management and third-party vendors.
- Demonstrated superior customer service to internal and external clients on a daily basis, going above and beyond the day-to-day expectation.
- Managed all details associated with exhibit fabrication, scheduling of refurbishment and show preparation with the internal staff.
- Established and maintained records of all clients stored and rental inventory at on-site warehouse.

EDUCATION

Bachelor of Arts (BA), Communication – Regis University, Denver, CO

Conflict Management Certificate – Regis University, Denver, CO

Associate of Applied Science (AAS), Information Management – Community College of the Air Force, Montgomery, AL

AWARDS AND AFFILIATIONS

- **U.S. Air Force Veteran** – Air Force Achievement Medal, National Defense Service Medal, and Global War on Terrorism Medal recipient.
- **MPI Chicago** – Member of the Meeting Planners International Chicago Area Chapter.
- **Zimmer Biomet & U.S. Bank** - Recognized with multiple employee-nominated awards for achievement in event management, project management and execution.