

Lawrence Stevens, PMP

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Event Producer

Dynamic Leader with 10+ Years of Expertise in Event Operations, Project Management, & Strategic Planning

As an empathetic, transparent, and effective leader with a decade of experience in the tech industry, I bring a passion for creating lasting impressions through innovative work. Meticulous with details yet attuned to the big picture, my track record ensures that every stakeholder's voice is heard and every team member is aligned and motivated. I am excited to continue my journey as an event manager, where my brain thrives on finding solutions and keeping everything in line, much like solving a puzzle where each piece is arranged to ensure a cohesive and successful outcome.

CORE COMPETENCIES

- ◆ Project Management
- ◆ Event Operations
- ◆ Stakeholder Management
- ◆ Technology Solutions
- ◆ Program Management
- ◆ Data & Analytics
- ◆ Efficiency Improvements
- ◆ Strategic Planning
- ◆ Product Strategy
- ◆ Cross-functional Leadership
- ◆ Technical Leadership
- ◆ Risk Mitigation

PROFESSIONAL EXPERIENCE

FridgeGuide Ai, Inc.

2023 - Present

Co-Founder & COO

- ▶ Planned and executed a trade show booth at the "AI for Good Global Summit" in Geneva, Switzerland, engaging with 3,000 in-person participants through interactive app demonstrations, generating 50+ qualified leads.
- ▶ Oversaw project timelines, resources, and app-related issues, optimizing processes and ensuring timely delivery of features and updates, reducing app ticket resolution time by 30%.
- ▶ Developed a comprehensive business plan and pitch deck through detailed market research and financial analysis.
- ▶ Designed compelling app screenshots for the App Store listing, boosting brand visibility and contributing to a 20% increase in downloads, achieving over 300 active users to date.

Corelation Inc.

2022 – 2023

Event Manager

- ▶ Led technical and operational initiatives to support annual conferences for 1.5K+ software professionals, partnered with cross-functional finance team to manage a budget of \$3MM+ for F&B and AV event production services.
- ▶ Integrated technical solutions within Jira to increase productivity and improve task completion by over 40%, leveraging technology to optimize processes and successfully shorten project timelines by 20%.
- ▶ Managed a cross-functional team of 75+ employees to execute the organization's main client conference event and a 250-person CEO and CTO Forum, creating strategic engagement plans that increased client base by over 20%.
- ▶ Collaborated with 84+ vendor sponsors with a 90% satisfaction rate year-over-year, streamlining the onboarding process to secure 22+ new sponsors that resulted in the additional growth of \$250K+ in annual revenue.

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Corelation Inc.

2020 – 2022

Event Planner

- ▶ Oversaw day-to-day management of event operations and partnerships, integrating lean and agile SDLC methodologies to drive productivity and KPI attainment by over 15% year-over-year.
- ▶ Launched a new client registration platform and conference website that increased user engagement by 40%, collaborated with sales and CRM teams to drive the UX design process to improve customer satisfaction by 25%+.
- ▶ Recognized with a client satisfaction score of over 90% for technical quality across various projects, managing the logistics and quality of 24+ enterprise-wide events in both in-person and virtual environments.

Encore Group (USA) LLC

2018 – 2020

Project Manager

- ▶ Led software development and UX design initiatives for 18+ clients and key stakeholders, driving agile SDLC process optimizations through technical tools such as Asana to track tasks and improve workflow efficiencies by over 30%.
- ▶ Managed a technical team of 12+ software technicians focused on developing new SaaS apps, analyzing user trends and feedback to increase positive response and user satisfaction by over 50%.

Duuzra

2016 – 2018

Project Manager

- ▶ Developed a series of new SaaS apps to enhance content management for 20+ clients, implementing cost savings initiatives to save \$800+ per project while maintaining a client retention rate of 83%+.
- ▶ Partnered with cross-functional teams and departments to mitigate project risks by over 70%, creating detailed project scopes and objectives to support business development initiatives with 4+ clients with a 50% success rate.

AR Global Investments, LLC

2013 – 2015

Event Marketing Specialist

- ▶ Spearheaded the strategic planning and execution of 27+ projects and events with a 90%+ satisfaction rate, collaborating with 25+ key stakeholders from sales, marketing, and external vendors to increase brand recognition by 15%.

TECHNICAL SKILLS

*CVent, Sharepoint, Smartsheet, Asana, JIRA, Trello, Microsoft Office Suite,
Webex, Notion, WordPress, Adobe Creative Suite,
Tableau, Miro, Figma, G-Suite, Confluence, Hootsuite*

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Public Relations and Advertising – *Chapman University*
Bachelor of Arts in English with an emphasis in Journalism – *Chapman University*
Project Management Professional (PMP) – *Project Management Institute*
CVent Hybrid Events Certification – *Cvent*