

KATIE E. JOHNSON

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PROFESSIONAL SUMMARY

I transform ambitious ideas into world-class live events, building systems and strategies that inspire action and deliver unforgettable experiences. Combining the precision of an operator with the imagination of a storyteller, I lead with empathy and a bias for momentum, and excel where creativity and execution intersect.

CAREER HIGHLIGHTS

WIN (Women In Negotiation)

Head of Operations

New York, NY (Hybrid)

April 2020 - February 2025

- Directed production, logistics, and creative execution for 50+ in-person and virtual events, including large-scale annual conferences with 300+ attendees.
- Oversaw full project lifecycle, from creative feasibility and scoping to vendor negotiations, technical logistics, and on-site management.
- Led cross-functional teams of 15+ internal and external partners, ensuring alignment between creative direction, technical requirements, and budget parameters.
- Negotiated and managed vendor contracts for venues, catering, and AV, optimizing budget allocation while maintaining premium guest experience.
- Developed and implemented event SOPs, streamlining processes to improve efficiency and eliminate operational bottlenecks.
- Managed high-profile speaker and consultant logistics, including travel, accommodations, and scheduling for domestic and international talent.
- Directed branding and marketing campaigns that drove a 23% increase in event registrations, enhancing audience engagement and client satisfaction.

Senior Event Coordinator

October 2019 - April 2020

- Coordinated travel, accommodations, and payment processing for speakers and consultants, ensuring smooth delivery of event programming.
- Supported the planning and execution of both virtual and in-person events by managing venue arrangements, technical setup, and vendor coordination.

Meet Cute In Manhattan (Feature Film)

Production Coordinator

New York, NY

Feb 2023 - Apr 2023

- Managed production operations for a \$500K independent feature film.
- Coordinated schedules, resources, and on-site logistics for 100+ cast and crew, ensuring adherence to creative vision and production timelines.
- Negotiated vendor contracts, reducing costs by 15% without compromising quality.
- Liaised between directors, producers, and department heads to streamline communication and decision-making.

Insider Expeditions

Travel Experience Coordinator

Washington D.C. (Remote)

September - December 2022

- Produced bespoke, high-touch travel experiences for global clients, overseeing end-to-end logistics, creative programming, and brand alignment.
- Developed operational systems to streamline workflows and improve cross-team coordination.

Chase Global Realty
Real Estate Salesperson

New York, NY
February 2019 – March 2020

- Managed client relationships and contract negotiations, creating custom marketing assets to drive property visibility.

Global Property Management Group
Office Manager & Real Estate Salesperson

New York, NY
December 2017 – September 2018

- Directed daily operations, recruitment, and vendor management for a 35-person office, implementing process improvements to boost efficiency by 46%.

SELECT ACCOMPLISHMENTS

- Directed the first in-person WIN Summit since 2019, overseeing creative vision, budget management, production build-out, and live event execution.
- Managed multi-phase creative projects involving brand storytelling, technical builds, and experiential design.
- Led large-scale productions across diverse industries, including live performance, film, corporate training, and immersive travel experiences.
- Proven ability to navigate complex stakeholder landscapes, from high-profile talent to IP holders, ensuring brand compliance and client trust.

EDUCATION

University of North Texas
B.A. International Studies, Minor in Spanish

Denton, TX
Graduation Date: December 2013

TECHNICAL & PRODUCTION TOOLS

Technical: Microsoft Office Suite (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Slides, Gmail, Calendar, Drive), Slack, Asana, Monday.com, ActiveCampaign, Mailchimp, WordPress, Squarespace, Adobe Photoshop, Canva, QuickBooks, Zoom, RegFox, Hopin