

KATIE ROBINSON

Event Director

CONTACT

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www.katierobinsonevents.com

SKILLS

Event management

Content creation

Marketing strategy

Speaker recruitment

Written and verbal communication

People leader

Experiential marketing

AI prompts and adoption

Data analysis

Budget management

Project management

SOFTWARE KNOWLEDGE

Event software -
Cvent, GoToWebinar,
Livestorm, ON24

Project management
software - Asana,
monday.com, Smartsheet

Canva

Adobe Premiere Pro

Hubspot

EDUCATION

Bachelor of Arts in
Journalism

Columbia College Chicago

PERSONAL PROFILE

Event leader with a over a decade of experience leading high-impact programs for businesses. Expertise includes managing custom in-person events, webinars, and trade shows. Skills include content creation, speaker recruitment, and budget management, with a strong focus on aligning event strategies with business goals.

WORK EXPERIENCE

SUZY

Sr. Director, Events | March 2025-August 2025

Director, Events | February 2023-March 2025

Senior Events Manager | January 2022-January 2023

Digital Event Manager | January 2021 - January 2022

- Led strategy and curation of 45+ annual events, inclusive of trade shows, industry events, webinars, and bespoke programs
- Produced business-first content for events, including keynote speeches, trend reports, fireside chats, and panels, bringing in 400+ annual content leads
- Managed logistics at field marketing events throughout the year
- Recruited and guided c-suite level guest speakers
- Produced Suzy's annual customer event, Speed of Culture Live!, which generated over \$1.9M in revenue pipeline in 2024
- Supervised an Event Marketing Manager
- Arranged travel, meals, and more for employees and guest speakers
- Implemented a stakeholder feedback loop to refine the events, gathering insights from senior leaders to align the program with strategic business goals
- Created metrics tracking frameworks that increased lead conversions by 31% YoY
- Oversaw \$3M+ department budget

CRAIN'S CHICAGO BUSINESS

Event Manager | April 2018-January 2021

- Managed 35 in-person and digital events annually by leading marketing, sponsor relationships, speaker recruitment, venue coordination, and staff management
- Founded and built Crain's first-ever webcast program in April of 2020, converting over \$1M in sponsor revenue from live events
- Oversaw Crain's Leadership Academy, an annual five-session experiential business leadership program
- Wrote, edited and led design direction on all event marketing materials, and created print and digital production schedule for Crain's events
- Maintained department budget; generated over \$1.6M annually

AMERICAN GIRL PLACE

Sr. Sales & Marketing Coordinator | May 2016-February 2018

Sales & Marketing Coordinator | May 2014-May 2016

Guest Services | November 2007-May 2014

- Planned and executed store events including excursions, product launches, and author visits
- Coordinated and managed PR and media visits; acted as the face of American Girl on bestproducts.com, The Today Show, WPIX Philadelphia, and other media
- Ran American Girl's Hotel Partner Program with eight local properties
- Managed partnerships with entertainment entities including The Rockettes and the American Ballet Theatre
- Contracted all store related corporate events and buyouts, which brought in over \$650,000 in annual revenue