

EXPERIENCE

CONSULTANT/FREELANCE

SteeleChick, Culpeper, VA | March 2019 - Present

- Provided services such as: website Design, event management and strategy, brand consistency, professional organizer, social media marketing, copy writing, branding, area fundraising, networking, small business strategy.
- President of Culpeper Business Women

SENIOR EVENTS AND SPONSORSHIPS MANAGER, DATABASE ADMINISTRATOR, SALES MANAGER, LEGAL ASSISTANT

Monotype, Woburn, MA | November 2010 - January 2019

- Managed, developed and produced global high-touch branded events mapping to company goals with high ROI; confirmed sales leads, increased media exposure and shared digital impressions.
- Transformed client visions into crowd-pleasing events that were executed flawlessly, within budget and to rave customer reviews.
- Developed interactive event campaigns focused on specific audiences that impacted brand perceptions. Coordinated speaking opportunities, event press & social media while establishing relationships and partnerships with key industry associations and influencers.

SENIOR TRAINING COORDINATOR, DATABASE MANAGER

Viega, LLC, Nashua, NH | March 2008 - November 2010

- Coordinated external field training and materials for global team.
- Planned award- winning client events that included local professional sports teams, area teambuilding activities travel itineraries and contingency plans.
- Developed Viega NA training database and increased enrollment with more efficient registration procedures and provided voice over for training CDs and marketing videos.

SENIOR SERVICE SALES REP, DATABASE ADMINISTRATOR

Polycom Inc./PictureTel, Andover, MA | August 1998 - March 2007

- Contributed 12M+ in sales per year in global service contracts.
- Managed contract renewals and converted warranty expirations.
- Trained new territory service groups and sales new hires.
- Planned corporate meetings and employee incentive events.
- Worked with all stakeholders and senior leadership to rapidly develop multi-prong implementation project plans.

PROJECTS *(Click headline for informational video)*

[The Eric Gill Series](#)

Award winning London exhibition, 27K+ people in 7 days, sold out talks, 3M+ Twitter and Instagram impressions.

[Century: 100 Years of Type in Design](#)

Exhibition bringing together 100 years of type design.

[“Pioneers of the Poster” with Alan Kitching](#)

Four Exhibits across universities in the UK, 70M+ publication impressions.

[Pencil to Pixel NYC](#)

Exhibition to the past, present and future of Monotype.

GWENDOLYN STEELE

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Award winning, adaptable, and “take-charge” event producer with a talent for special-event management and a focus on outstanding customer service. A quintessential project manager who influences team members with a lead-by-example approach, inclusive of stakeholders and mindful of budgets. Trusted as a “go-to” event specialist, I’m highly motivated, out-going and creative natural leader with solid troubleshooting and problem solving skills my marketing experience includes 20 years of corporate and community work including on-field promotions in minor league baseball.

SKILLS

- Event Production & Management
- Brand Strategy Alignment
- Strategic & Contingency Planning
- Conference & Meeting Planning
- Vendor Negotiations
- Budgeting & Cost Controls
- Publicist/ Ambassador/ Cheerleader
- Project Management
- Thought Leadership
- Voice Over Talent
- Public Speaking
- Team Building & Training
- Salesforce/Marketo
- Adobe Suite
- Microsoft Office
- Event Social Media
- Networking
- Prop Styling

EDUCATION

- **B.S. Business Leadership/ International Management**
Northeastern University, Boston, MA
- **A.S. Business Management/Accounting**
University of Toledo, Toledo, OH
- **Corporate Event Management, Voice Over**
Middlesex Community College, Bedford, MA
- **Customer Service Plus, Sales Principles, Excel Principles**
Picturitel University/American Marketing Association
- **Agile & Scrum Fundamentals**
Udemy.com