

Jordan Hayes

LEAD EVENT COORDINATOR & OPERATIONS SPECIALIST

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PROFESSIONAL SUMMARY

Dynamic and highly organized Event Coordinator with over five years of experience managing large-scale corporate conferences, industry trade shows, and executive networking events. Proven track record of delivering high-impact attendee experiences while managing complex six-figure budgets and negotiating vendor contracts to optimize ROI.

WORK EXPERIENCE

Lead Event Coordinator — **Apex Corporate Events** Mar 2023 – Present | Austin, TX

- Manage end-to-end event production for annual Tech Horizon Summit, scaling attendance from 800 to 2,000+ key stakeholders.
- Negotiate contracts with high-tier venues, caterers, and AV vendors, successfully reducing total operating overhead by 12% annually.
- Direct an on-site operational crew of 15+ staff and volunteers, ensuring frictionless scheduling, keynotes, and session breakouts.
- Implement automated attendee check-in workflow via Cvent, cutting guest wait times by 40%.

Event Assistant — **Starlight Productions** Aug 2021 – Feb 2023 | Dallas, TX

- Co-managed execution of 40+ regional retreats, corporate product launches, and gala dinners.
- Oversee attendee registration databases, ticket processing, and customer support via Eventbrite and Salesforce.
- Designed post-event feedback framework and compiled detailed analytical reports for client executive boards.
- Assisted in building custom mobile event apps, delivering real-time agenda updates to event attendees.

Hospitality & Marketing Intern — **Austin Convention Center** Jan 2020 – May 2021 | Austin, TX

- Supported venue managers with floor plan layout creation, signage setup, and vendor coordination.
- Drafted social media communications and promotional newsletters reaching over 15,000 subscribers.

CORE COMPETENCIES & TOOLS

Event Management & Operations

Vendor Negotiation, Budget Allocation, On-Site Crisis Management, Floor Planning

Software & Platforms

Cvent, Eventbrite, Asana, Salesforce, Bizzabo, Social Tables

EDUCATION & CERTIFICATIONS

Bachelor of Science in Hospitality Management
University of Texas at Austin

Graduated May 2021

Certified Meeting Professional (CMP) — Events Industry Council

Earned Oct 2022