

Shanondoah Nicholson, CMP

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Highly-focused events professional with nearly a decade of professional experience. Obtained CMP certification in 2017, and have planned events across Canada for internal and external stakeholders within the goals and objectives of the organization.

Experience

DECEMBER 2017 – JUNE 2018

Events & Seminar Manager / Peninsula Canada

- Worked with internal stakeholders (sales, marketing and executive teams) as well as external partners to create lead generation events across Ontario
- Managed all aspects of event logistics including budget, venue sourcing, AV, food & beverage and speaker management
- Created invites for digital (DotMailer, LinkedIn, Facebook & Twitter) and direct channels
- Used Salesforce to track registrations, attendees, feedback, follow ups and results using Campaigns

JANUARY 2015 – DECEMBER 2017

Marketing & Events / Newcomp Analytics

May 2016 - December 2017 - Marketing & Events Manager

- Developed and executed lead generation events across Canada
- Worked with internal stakeholders in sales, services and executive team to determine goals and objectives of each event
- Managed all logistics for events including venue sourcing, speaker management and agenda, AV and food & beverage, within budget (approximately 80 live events per year)
- Tracked event metrics and ROI including attendance reports, budget summaries, and post-event reports for executive team
- Created landing pages and invites through Pardot following CASL requirements
- Maintained contacts, feedback and follow up information in Salesforce
- Created and built prospecting lists to support events
- Worked with external partners on campaigns; including objectives, budgets and outcomes
- Hosted webinars for clients and prospects using GoToWebinar technology
- Salesforce Administrator for the organization

January 2015 - April 2016 - Marketing & Events Coordinator

- Managed social media including Twitter, LinkedIn and corporate blog
- Sourced venues, AV and food & beverage for events (approximately 40 per year)
- Managed invites, forms and landing pages through Salesforce, Act-On and Wix-designed websites
- Assisted in the development of other marketing campaigns and sales collateral

AUGUST 2010 – DECEMBER 2014

Administrative Assistant / BMC Software

- Organized customer events including invites, attendee registration, prizes and post-event evaluations
- Identified and negotiated event logistics for events in Canada and the US for internal and customer-facing events
- Organized annual Partner Summit to promote relationships and sales activities with external partners
- Member of Social Committee - responsible for team building, internal social events and events related to organization's corporate social responsibility program
- Created Salesforce reports and dashboards for executive team
- Provided support to executive team including expense reconciliation, travel arrangements and other activities as requested

Education

Marketing Communications Certificate

University of Toronto

Relevant Courses: PR & Publicity, Digital Marketing, Integrated Marketing Communications
Graduated with Honours

Event Planning & Management Certificate

Durham College

Relevant Courses: Hospitality Marketing, Event Planning & Management, Green Meetings, Project Management, Communications
Graduated with Honours

Honours Bachelors of Arts

University of Toronto

Double Major in English & Canadian Studies

Recent Volunteer Experience

SEPTEMBER 2017-PRESENT

CMP Study Group Committee Member

Develop and review test questions for practices exams of study group members, present on tested material at study group sessions

MAY 2017 – NOVEMBER 2017

Gala Committee Chair

Responsible for chairing meetings to prepare for annual fundraising gala as well as keeping committee on schedule with event timelines.