

Emelee Conroy

www.eeconroy.com

Profile

Award-winning entrepreneur, events manager and marketing expert skilled in leading a small team. Successfully led fashion brand from ideation, production to winning 2022 Accessories Council award. Supervised events, trade shows and programs in the Federal Government sector.

Work Experience

INDONESIA TRADE PROMOTION CENTER

LOS ANGELES | March 2011 - December 2016

MARKETING & EVENTS MANAGER

Responsibilities & Contributions

- Researched, executed and managed logistics of internal programs and events such as inter-division team outings (ex: karaoke night, happy hour and bowling), employee engagement gatherings and holiday parties
- Developed programs and events ideas to strengthen company culture and employee connection
- Facilitated employee milestones and birthday celebrations
- Planned, executed and managed Buyers Appreciation Award night
- Coordinated logistics and facilitation for Federal Government team visit to U.S buyers warehouse and office, members of Congress visit to U.S businesses
- Coordinated logistics and facilitation for members of Congress and federal government team hotels and transportation while on visit in LA
- Coordinated logistics and facilitation for Presidential and Vice Presidential visit to California
- Developed event ideas, sourcing resources and project manage strategic marketing activations. Activations ranging from fashion show, industry workshop, cultural class, coffee tasting, and live music.
- Manage logistics (pavilion furniture, branding elements, events at booths) of key industry trade shows (Worlds of Coffee, Fancy Food Show-Specialty Food, World Tea Expo)



Contact

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1701 Huntington St #6.
Huntington Beach, CA 92648

Education

- *Broadcast Journalism*
General Studies
Montgomery College
- **University of California Los Angeles**
Certificate in Public Relations
Completed in 2012

Skill

- Marketing
- Project Management
- Interpersonal Skills
- Experiential Marketing
- Communication Skills

Personality type: "The Protagonist" (ENFJ-A).

- Individual traits: Extraverted - 81%, Intuitive - 57%, Feeling - 61%, Judging - 72%, Assertive - 62%
- Role: Diplomat
Strategy: People Mastery

Awards

2022 | ACCESSORIES COUNCIL

**Design Excellence Award,
Fashion Go Best of the Best**



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Achievements & Results

- Executed more than **100 events** with over **2500 attendees** total impressions and impact
- Approximately **US \$8 billion** of Indonesia's export to the U.S (50% from the total US \$16 billion annually)
- Over **7500+ new business** relations
- **Increased Indonesia's export to the U.S** from 2011 to 2012, 2014-2016 by 5-12%
- Increased U.S Buyers attendance to Trade Expo Indonesia
- Increased Indonesia's **exposures** to the U.S market through **primary industry activations** such as fashion week, festivals & large pavilion trade shows

● EVERINA | January 2017 - February 2024

FOUNDER

Responsibilities & Contributions

- Developed event ideas, sourcing resources and project manage strategic experiential marketing activations, such as West Elm (LA), Le Pop Up (Venice Beach) and Laya (Santa Monica). Activations ranging from fashion show, workshop, dance class, coffee tasting, and live music.
- Manage marketing & logistics of trade shows exhibitions (Magic LV and Atlanta Apparel) to promote brand
- Built, managed and maintain relationships big retailers and boutique wholesale accounts
- Develop and execute effective sales plans such as trade shows and digital marketing

Achievements & Results

- Executed more than **25 events with over 500** attendees total impressions and impact
- From 0 accounts in 2020, expanded to **125+ big retailers and boutique accounts** in 2023
- 2022 Design Excellence Award by Accessories Council
- Expanded Everina's market from only West Coast to South, East and then Europe
- Successfully received media coverage from organic relationships: **British Vogue** (May-July 2022), **Glamour Magazine** (June-July 2022), **Daily Front Row** (Summer 2021) and **Voice of America** (Summer 2023)