

ERIN M. HASH

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SUMMARY

I have 10+ years of experience in event production and project management. I specialize in site selection, budget management and building client relationships. I'm also skilled at copy editing, facilitation and training, and public speaking. I am currently pursuing a joint MBA/MA Educational Leadership program at Mills College.

EXPERIENCE

Event Manager | A2E | Oct 2017-April 2020

- Led portfolio of events serving high-profile clients such as Facebook, LinkedIn, and Intuit.
- Served as main POC for projects such as VIP dinners, medical summits, user conferences, roadshows, product launches, holiday parties, and incentive trips.
- Responsibilities included site selection, vendor sourcing and management, registration, hotel room blocks, contract review and negotiations, budget management and onsite execution.
- Procured \$1.3M in new business from LinkedIn, Intuit, and the Chan Zuckerberg Initiative.
- Managed 2 full-time Coordinators using the 70:20:10 model. Determined allocation of staff based on availability and ability, with a focus on maximizing efficiencies.
- Served as internal Facebook employee, managing internal and external events.
- Collaborated on Facebook's internal Leadership Day, with Mark Zuckerberg as Keynote.
- Executed internal conference of 2,500 attendees and \$10M budget.

Sr. Sales and Event Coordinator | Hornblower Cruises & Alcatraz | Aug 2015-Oct 2017

- Managed the Incentive market and owned sales and execution of corporate events on Alcatraz island - reported sales pipeline and forecast to leadership team.
- Revived the San Francisco Incentive market, growing it from \$500K to \$2M+ over 2 years.
- Responsibilities included leading site visits, vendor sourcing and management, advising clients, negotiating and executing contracts, invoicing, and overseeing all event logistics.
- With an agency partner, I executed Budweiser's 2015 Super Bowl party on Alcatraz, which was featured in the electronic publication [eventmarketer](http://eventmarketer.com).

Program Coordinator, Global Partnerships | American Academy of Ophthalmology | Jan 2011-May 2015

- Managed all logistics for international trade shows and events - all driving global partnerships.
- Oversaw booth design, vendor sourcing, hotel room blocks, catering, AV, and invitation management.
- Developed relationships with leaders of international organizations and sourced prospective speakers.
- Created advertisements, and oversaw ad publishing in industry journals. Edited web content (HTML/CSS).

Education Conference Coordinator | Envision EMI | April 2009-Aug 2010

- Managed operations for a conference series, with 1,000+ attendees.
- Hired and trained a 25-person staff.
- Sourced local speakers to present at conferences and oversaw onboarding.

English Teacher | Global Education Opportunity Services | Sept 2007-Dec 2008

- Created and facilitated English lessons to students (ages 6-80) tailored to individual goals.

EDUCATION

Virginia Tech, BA Communication and Business Leadership

SOFTWARE AND PLATFORMS

Cvent • Salesforce • Marketo • SharePoint • Asana • Zoom • Quip • Google Docs • Personify360 • HELM • Splash • Bizzabo • Eventbrite • Slack • Microsoft Office • Expensify • DropBox • BlueJeans • GoToMeeting • WebEx • Survey Monkey • Google Hangouts • WebEx • Nxtbook • Mural