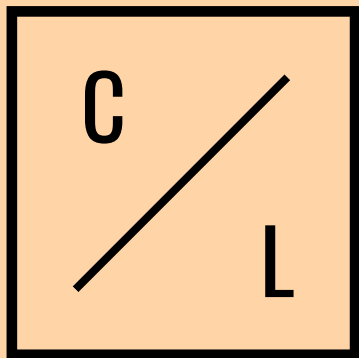




CALI LANDRY

EVENT PLANNER

CONTACT

972-533-8544

CALILANDRY23@GMAIL.COM

WWW.CALILANDRY.COM

SKILLS

- Public Relations
- Social Media
- Microsoft Office
- Strategic Planning
- Photography
- Social Media Marketing
- Event Planning
- Creative Cloud and Adobe Programs

EDUCATION

UNIVERSITY OF OKLAHOMA
BACHELOR OF ARTS IN
JOURNALISM AND MASS
COMMUNICATION

- MAJOR IN PUBLIC RELATIONS
- MINORS IN ENTERPRISE STUDIES
AND HUMAN RELATIONS | 2017 -
2021

PROFILE

I am an experienced Event Manager with demonstrated experience in event coordination and execution. I am a Public Relations Major at the University of Oklahoma in the Gaylord College of Journalism and Mass Communication. I am a driven, self-motivated, problem-solver with strengths in strategic communication and building relationships.

EXPERIENCE

ACCOUNT TEAM LEAD

LINDSEY + ASP | AUG 2020 - CURRENT

- Team Lead in charge of a team of six.
- Responsible for planning, coordination, rebranding, and execution of OU's Gaylord College's Top Jobs networking event.

OPERATIONS INTERN

AMERICAN COLLEGE OF EDUCATION | MAY - JUL 2020

- Helped plan and execute a 100% virtual Commencement ceremony for 800+ students.
- Coordinated registration, submission of headshots, communication with students and staff, commencement boxes delivered to students, and digital diplomas for the ceremony.
- Revised the Commencement script and run-of-show, located and coordinated a national anthem singer, along with coordinating and running all meetings associated with Commencement.
- Created 23 individual program videos to recognize all graduates.

MEMBER OF ACCOUNT TEAM

LINDSEY + ASP | MAY - DEC 2019

- Worked on the OU Athletics account.
- Assisted in creating and coordinating campaigns to increase attendance at sporting events.

VICE PRESIDENT OF PHILANTHROPY

ALPHA CHI OMEGA PSI CHAPTER | NOV 2018 - NOV 2019

- Oversaw all fund-raising and philanthropy events, education and training within our chapter, and coordination of all chapter volunteering.
- Successfully raised over \$18,000 for charity across multiple events that year.

MARKETING AND HUMAN RESOURCE INTERN

AMERICAN COLLEGE OF EDUCATION | MAY - JUL 2019

- Created company-wide digital trainings.
- Helped with the planning and execution of the college's summer Commencement ceremony.

RESEARCH INTERN

LINDSEY + ASP | JAN - MAY 2019

- Conducted research for various clients, including Spotify; research included, but not limited to, surveys, in-depth interviews, and focus groups.