

Julie Hoffman

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SUMMARY

A charismatic and innovative team player who has managed successful for-profit and not-for profit events, operations, teams and exceptional customer service for over 20 years. Looking to utilize my diverse background, attention to detail, and event management expertise to further the mission of a cause-driven organization that values integrity, teamwork and a strong work-ethic.

HIGHLIGHTED QUALIFICATIONS

- Three years managing not-for-profit fundraising events
- International event experience with 2002 Olympic and Paralympic Winter Games
- 20+ years managing community events generating \$500.00 - \$80,000.00 per function
- Effectively supervised 1 to 27 full and part time staff
- Created, implemented and managed over 100 event marketing plans utilizing \$0.00 - \$50,000.00 budgets
- Created and managed operating budgets between \$50,000.00 - \$800,000.00

AREAS OF STRENGTH AND EXPERTISE

- | | | |
|-------------------------|-------------------------|----------------------------------|
| • Customer Service | • Event Management | • Meeting Planning |
| • Logistics | • Budgeting | • Staff and Volunteer Leadership |
| • Contract Negotiations | • Logistics | • Client Relations |
| • Marketing | • Operations Management | |

PROFESSIONAL EXPERIENCE

Village of Oswego Oswego, IL

2018 - Present

Local government; largest municipality in Kendall County with a population of 34,485; employs 177 full and part-time staff

Events Manager: 2022 - Present

Community Engagement Coordinator: Events 2018 - 2022

- Plans and manages annual Village-hosted events drawing 500 - 7,000 patrons, including Wine on the Fox, the Oswego Christmas Walk, Movies Under the Stars, Venue 1012 Amphitheater concerts and quarterly Village Board events
- Creates and sells sponsorship packages; progressively increasing annual cash and in-kind sponsorship sales from \$26,690.00 to \$122,000.00
- Manages the operations and logistics of 16 annual events, simultaneously
- Researches, negotiates, and contracts live entertainment valued at over \$75,000.00, annually
- Manages event operations at the Venue 1012 outdoor amphitheater including staff and volunteers, beverage sales, live entertainment, production, ticketing, safety & security
- Creates event budgets; monitors revenues and expenses to ensure each is achieved successfully and within budget
- Works closely with internal teams to coordinate logistics, volunteers, marketing and communication efforts
- Represents the Village of Oswego at external community events, furthering its mission and strategic goals

Techny Towers Conference and Retreat Center Northbrook, IL 2012 – 2017

Meeting, retreat, conference and concert venue from 1982 - 2020; employed 14

Director of Conferences and Marketing

- Oversaw the Conference Services Department, responsible for the planning and implementation of over 200 conferences, retreats, meetings, banquets and concerts/year
- Worked with reservation software system, (EMS) to manage registration, housing, and all aspects of event logistics including A/V equipment, food and beverage (BEO's), and layouts
- Researched, selected, negotiated and contracted with vendors and service providers
- Generated a revenue stream of approximately \$1,300,000.00/year
- Directly managed 2; full-time Supervisors and 1; part-time Assistant along including hiring, training and evaluation
- Oversaw the daily operations of the facility to include conference scheduling; janitorial housekeeping; room set-ups; technology and parking services
- Maintained a 90% customer repeat percentage

City of Davenport Parks and Recreation Davenport, IA 2011 – 2012

Local government; nationally accredited Parks and Recreation department employing 50 - 200

Recreation Facility Manager

- Managed \$800,000.00 operating budget and 70,000 sq. ft. community recreation facility
- Generated \$1,000,000.00 in revenue through special events, programs, leagues and facility rentals
- Supervised part-time staff of 24 and 3; full-time Recreation Supervisors
- Oversaw front desk operation responsible for over 500 programs and special events

Centennial Management Group, Inc. West Valley City, UT**Maverik Center (Arena)****2002 – 2011**

10,000 seat sports and entertainment facility; opened in 1997; owned by West Valley City; managed by Centennial Management Group, Inc; employs 300 full and part-time staff

Director of Marketing**2006 – 2011**

- Created and managed over 90 marketing plans ranging between \$0.00 and \$50,000.00/event including Neil Diamond, Michael Buble, Gwen Stefani and more
- Negotiated and monitored over \$1 million in annual advertising purchases
- Managed social media marketing initiatives on Facebook.com and Twitter.com
- Worked with website programming team to design MaverikCenter.com

Luxury Suites and Meeting Services Manager – Maverik Center**2002 - 2005****Suite Services Manager – USANA Amphitheatre****2005 - 2010**

- Managed over 400 annual meetings, receptions, banquets, conferences, tradeshow and special events generating \$500.00 - \$75,000.00/function
- Provided exceptional VIP hospitality with emphasis on ticketing, catering and service to 46 account holders at over 75 indoor and outdoor amphitheater events/year

Salt Lake Organizing Committee for the Olympic & Paralympic Winter Games Salt Lake City, UT**2001-2002****Coordinator, Accreditation**

Assisted in managing Accreditation Center Operations at Utah Olympic Park during Luge, Bobsled and Skeleton World Cup and Olympic Events, providing world-class service to athletes, coaches, political figures, CEO's, staff and volunteers

Special Events Management, Inc. Chicago, IL**1998 – 2000**

Production company for 50 - 100 annual outdoor events/year since 1988; employs 24 – 55

Event Manager/Staff & Volunteer Coordinator

- Teamed with 11 event managers in cooperative effort to plan and implement over 50 events per year (i.e. Nat. Championships of Cycling/In-Line Skating & the Y-Me Race Against Breast Cancer)
- Directly managed five annual events including the Wells Street Art Festival; Belmont Street Fest; Good Samaritan Hospital 5K Run/Walk and Health Fair; Palos Community Hospital's Band on the Run - Run and the Alzheimer's Memory Walk
- Simultaneously developed and adhered to five, 16-week timelines per event resulting in 1,000 – 200,000 patrons in attendance per event
- Created and managed budgets ranging between \$50,000.00 - \$200,000.00/event
- Selected and managed over 1,500 vendors, annually
- Recruited and trained a staff and volunteer database of 900+

EDUCATION

Central Michigan University**Master of Arts:** Parks, Recreation and Leisure Services Administration**Emphasis:** Commercial Recreation Administration**Graduate Assistant:** Department of Campus Recreation – Fitness & Special Events**University of Iowa****Bachelor of Science:** Physical Education and Sports Studies**Emphasis:** Fitness/Wellness**Intern:** Department of Campus Recreation – Intramural Sports and Sport Clubs

OTHER SKILLS AND QUALIFICATIONS

CIVIC ENGAGEMENT

- Willow Creek Community Church – Care Center Volunteer **2025**
- Schaumburg Athletic Association – Commissioner and Coach **2023 - 2025**
- United Way - Young Leader's Steering Council (Event/Marketing Committee) **2006 - 2010**
- Granite School District – Marketing & Business Advisory Board Co-Chair **2009 - 2010**
- American Cancer Society - Relay for Life Logistics Chair **2006 - 2010**
- Cystic Fibrosis Foundation – Board of Directors **2007 - 2009**
- Toastmasters International – VP of Membership '06 & Treasurer '07 **2005 - 2008**
- Chamber West Ambassador (Volunteer of the Year - 2004) **2004 - 2008**

COMPUTER SKILLS/SOFTWARE FAMILIARIZATION

- Microsoft Word
- Excel
- EMS – Event Management Software
- Outlook
- Power Point
- TEAMS
- Caterease
- RecPro

SOFT SKILLS

- Multi-Tasking
- Creative
- Detail-Oriented
- Positive
- Ability
- Customer Service-Driven
- Strong
- Goal-Oriented
- Self-Motivated
- Interpersonal Skills
- Responsive