JULIAN MERCER

EVENT MANAGER

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PROFESSIONAL SUMMARY

Event Manager with 12+ years planning conferences, galas, and corporate meetings from concept to close-out. Controls budgets, negotiates with venues and vendors, and delivers events that guests rate highly and sponsors want to return to.

PROFESSIONAL EXPERIENCE

Senior Event Manager Mar 2021 - Present
Hilton, McLean, VA

- Lead 25 corporate and association events a year for 150 to 1,200 attendees with budgets between $80K and $1.4M.
- Negotiated venue, catering, and AV contracts that saved about 11% against initial quotes across the annual program.
- Managed a team of four coordinators and five freelancers, using run-of-show documents that kept every program on time.
- Introduced post-event surveys and sponsor reports, lifting average attendee satisfaction from 4.2 to 4.6 out of 5.
- Built a hybrid streaming option for flagship summits, expanding reach to 2,500 remote viewers.

Event Manager Jun 2018 - Feb 2021

- Planned and executed 18 meetings and galas a year, from site selection through registration, travel, and on-site support.
- Tracked budgets against forecasts weekly and closed 90% of events within 3% of the approved budget.
- Ran a sponsor program that grew sponsorship revenue by about 18% through tiered packages and clear audience data.
- Created emergency plans for severe weather and vendor no-shows, which kept a 600-person conference on schedule.
- Trained new coordinators on registration systems and vendor checklists during onboarding.

Event Coordinator Jul 2014 - May 2018
Marriott International, Washington, DC

- Coordinated logistics for 40 corporate meetings and weddings a year, from room blocks to catering and transport.
- Managed attendee registration and communications in Cvent, reaching on-time check-in for 98% of guests.
- Handled day-of problems with calm decision-making and earned two client commendations for service.
- Created a vendor scorecard for caterers, AV firms, and venues that guided repeat bookings and removed two underperforming suppliers.
- Wrote post-event reports with budget, attendance, and survey findings that leaders used to plan the next year's event calendar.
- Built vendor relationships with florists, photographers, and AV firms and kept a trusted supplier directory.

CORE SKILLS

Event strategy | Budget management | Contract negotiation | Vendor management | Venue sourcing | Run-of-show planning | Hybrid events | Cvent | Sponsor relations | Team leadership | Risk planning | Attendee experience | Logistics | Post-event reporting

EDUCATION

B.S. in Hospitality and Tourism Management, George Washington University, Washington, DC

CERTIFICATIONS

Certified Meeting Professional (CMP) | Certified Special Events Professional (CSEP) | Cvent Event Management Certification