JULIAN MERCER

EVENT PLANNER

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PROFESSIONAL SUMMARY

Event planner and Certified Meeting Professional with 8+ years producing corporate meetings, conferences, and incentive programs for 50 to 2,000 attendees. Manages budgets up to $1.5M, negotiates venue and vendor contracts, and runs onsite logistics. Calm under pressure and strong at keeping everyone aligned.

PROFESSIONAL EXPERIENCE

Senior Event Planner Mar 2022 - Present
Freeman, Houston, TX

- Plan 18 to 22 corporate meetings and incentive programs a year for energy and healthcare clients, with attendance from 80 to 1,800 and budgets up to $1.5M.
- Negotiated hotel and venue contracts that saved about $140K a year in room block attrition, food and beverage minimums, and meeting space.
- Brought three client events in under budget by 4% to 7% through competitive bids on audiovisual, transportation, and catering.
- Built run-of-show documents and onsite staffing plans for 10-person teams, keeping general sessions on schedule within five minutes.
- Raised average post-event attendee satisfaction from 4.2 to 4.6 out of 5 by tightening registration, signage, and transfer flow.
- Managed registration and housing for a 1,200-person sales conference, closing at 97% of the room block.
- Hired and briefed 25 temporary registration and greeter staff for large conferences, reducing check-in waits to under three minutes.

Event Coordinator Jun 2019 - Feb 2022

- Coordinated trade show and conference production for 30+ clients a year, handling exhibitor orders, labor, and show-floor logistics.
- Managed vendor timelines for staging, lighting, and signage on shows with up to 600 exhibitors.
- Resolved onsite issues such as shipment delays and power outages through a ready contingency list, with no missed show openings.
- Reconciled event invoices and post-show reports and delivered them within five business days of close.

Event Assistant Aug 2017 - May 2019
Hilton Americas-Houston, Houston, TX

- Supported the catering and events team on banquets and meetings of 25 to 800 guests.
- Prepared banquet event orders and room diagrams, and checked setups before guest arrival.
- Logged post-event feedback from 40 planners and shared findings with department heads.

CORE SKILLS

Budget management | Venue and vendor negotiation | Contract review | Run-of-show development | Registration and housing management | Onsite event logistics | Risk and contingency planning | Attendee experience | Cvent and event technology | Audiovisual and production coordination | Sponsor and exhibitor management | Post-event reporting

EDUCATION

Bachelor of Business Administration in Marketing, University of Houston, Houston, TX

CERTIFICATIONS

Certified Meeting Professional (CMP), Events Industry Council | CPR and First Aid