

LORI JAZVAC, BA

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Director of Events | Fostering engaging events while maximizing efficiencies

Event Logistics/Management, \$MM Budgets, Vendor Relations, Contract Negotiations, Collaboration, Thought Leadership

Innovative, strategic, and creative thinker. Visionary events manager and coach leading by example, championing high-performing teams to curate and deliver live and virtual events within scope, timing, and under budget, while promoting engagement. Savvy negotiator and dynamic communicator with key stakeholders in deploying contingency plans to gauge obstacles and mitigate risks. A natural storyteller—promoting unique brand and vision to life while harnessing expertise in venue selection, catering, and entertainment booking. *Selected milestones include:*

- **Elevated efficiency by at least 80%**
- **Enhanced supply tracking 50% and cut costs 15%**
- **Earned Spotlight Award for event service excellence**
- **Succeeded 5 leaders in 4 years**

TOP SKILLS

Event Management • Sponsorships • Budgeting • Vendor Relations • Contract Negotiations • Team Collaboration • Strategic Communications
Thought Leadership • Interpersonal Skills • Innovative Ideas • Strategic Partnerships • Project Management • Process Improvements
MS Office, Cvent, Event Mobi, Crowd Compass, ZOOM, Teams, G-Suite, Social Media: LinkedIn, Twitter, Instagram, Facebook

PROFESSIONAL EXPERIENCE

First Financial Bank, Toronto, ON, 2015 to 2022 | Widely reputed direct bank with \$2B in assets

Lead, Sales Support & Events (2015–2022)

Oversight: 10 Direct Reports | Budget: \$500K | Reported to: Assistant VP

Promoted to steer and coach high-performing 10-member team to provide stellar customer service and event planning excellence; mentored best practices, processes, and event details. Set up growth development plans with regular progress touchpoints. Created and integrated team processes/procedures to manage projects, quantify tasks, track accountabilities, prioritize projects, and streamline efficiencies while prospecting improvement opportunities. Developed and hosted steering committees for D- and V-level management and C-Suite participants. Led portfolio of events with accountability for milestones and timelines; monitored contractual adherence. Sourced and managed vendor relationships, worked with swag vendors, and supported sales team swag requirements.

Expertly orchestrated 10 virtual events; 7 live events in 2022 while training and coaching team on virtual transition.

- **Optimized efficiency by at least 50%.** Implemented standard first-time event practices, enhancing event navigation and driving team accountability through deploying robust event planning process. Introduced templates, timelines, and expectations along with documentation to share with valued business partners.
- **Earned 20 podiums as part of internal recognition program. Assembled 20 podiums over last 3 years.**
- **Reduced email processing time 40%.** Standardized first-time templates and procedures for sales support team.
- **Improved expense accuracy; gauged sales team's expense returns from 150 people to 25.** Implemented lunch n' learns for sales team to maximize efficiency.
- **Elevated orientation effectiveness and new hire satisfaction, with standardized survey results increasing from 3.9 to 4.9/5.** Assigned coordinator to new hire with clear instructions to ensure success and cultural integration.
- **Enhanced supply tracking 30%, decreased costs 25%, and elevated buying power 10%.** Created process for requesting tradeshow booth that maximized accessibility. Assembled package catering to different levels of trade show booths. Researched sponsors and partnered with swag companies to engage visitors.
- **Streamlined communications 25% between business unit and Corporate Events Team, decreasing meetings by 15 minutes** while fostering open-door policy, clear agendas, and encouraging meaningful contributions.
- **Fostered regulatory compliance by unleashing first-time contest approvals process;** drafted right documentation and served as gatekeeper for sales team.
- **Saved ordering costs 10%.** Cleaned up and organized cage of swag as compelling storefront for event planning.

First Financial Bank...continued**Senior Event Consultant (2015–2019)****Oversight: 10 Indirect Reports | Budget: \$5M | Reported to: Director of Events**

Retained to source and negotiate contracts with vendors for swags, hotels, transportation, entertainment, and more. Built and managed to fruition all events within \$5M budgets. Represented onsite liaison and escalation point for high-profile and high-touch programs. Reformatted processes and strategies to execute seamless event planning.

Adopted lead position to 5 senior planners with “Type A” personalities 21 days prior to high-profile event, fostering a more streamlined event with high survey results (5/5) and recognition from executive management team and peers.

- **Earned Spotlight Award for excellence in event and team management.**
- **Succeeded 5 leaders in 4 years, pivoting better than most professionals while skillfully navigating change.**
- **Interfaced with and navigated challenging personalities—provided unique ideas while offering next-level experience desired by business partners through high-level events expertise and strategic decision-making.**

“Lori has had a great start to 2015 and her first 6 months here at First Financial.

She has a positive attitude, is focused, organized, and an awesome contributor to the team on many levels! She has quickly earned the trust of others, who feel confident that she will deliver on promises.”

– Manager, First Financial

Engaging Conferences Canada, Toronto, ON, 2008 to 2015 | *Canada’s leader in conference and event management***Senior Project and Event Manager****Oversight: 15 Indirect Reports | Budget: \$4M | Reported to: Director**

Oversaw and coordinated logistics for various conferences and events, including events hosting 7K+ international attendees for third-party event planning company that deals with local, national, and international clients. Managed program budgets up to \$9M while negotiating and identifying cost-saving opportunities.

Elevated company’s bottom line by \$19K profit minimum per program.

- **Drove innovation and engaging corporate social responsibility initiatives.** Developed \$150,000 sponsorship packages for various association trade shows to entice companies to contribute program funding.
- **Navigated challenging clients while maintaining trusted relationships and appeasing clients’ event needs.** Spearheaded moon rising on stage using revolutionary strategy at Meridian Hall to audience’s amazement.

PREVIOUS CAREER SUCCESS

Lead Project Manager/Event Planner | SuperCreative Media | 2005 to 2006: Started meeting planning career and honed advanced skill sets that set foundation for impeccable event planning in small media agency. Managed 1–2 direct reports; reported to President. Partnered with well-known, high-profile celebrities, teams, and bands; met contract requirements; ensured safety compliance.

Senior Creative Advisor, Creative Services | A1 Insurance | 3 years: Retained as copywriter to develop engaging copy based on creative director’s vision for highly competitive insurance sector. Progressed to creative director to determine marketing points for products; oversaw design and copy for line of business. Honed skills in event planning from local to international events.

EDUCATION & TRAINING

Bachelor of Arts, Liberal Arts | University of Waterloo

Major: Communications with Double Concentration in Advertising and PR | Minor: Psychology

Courses: Microsoft Outlook – LinkedIn Learning (Feb 2023)

Microsoft PowerPoint – LinkedIn Learning (Nov 2022)

Executive Resume Strategy

This client sought an executive role as the Events Director upon being downsized in the finance industry. The resume was professionally and creatively designed to position the client for her next career move in events planning and leadership. The client is known for fostering engaging events while maximizing efficiencies (brand statement). The summary is concise and features four distinct career milestones with an outline of her top skills as relevant keywords featured below:

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The experience section can be easily read and scanned, highlighting the candidate's oversight at the top, then broken down into responsibilities and accomplishments using a quantitative storytelling approach. The key career highlight is emphasized in the centre to draw the reader's attention and highlight her impressive performance.

The client's previous career experience is summed up concisely to highlight her value in targeting her role. Her education is relevant to the position applied for and demonstrates her strengths in the arts and communications. She is also technically savvy as shown by her expertise in various technological applications and courses taken.

The client was quite pleased with her resume and felt confident to embrace this career transition and pursue a new executive role with a new company after a long tenure with First Financial.