



KRISTEN PORCHIA

SALES & EVENT PROFESSIONAL

IN BRIEF

KRISTEN PORCHIA IS AN AWARD WINNING EVENTS PROFESSIONAL SPECIALIZING IN SALES, PLANNING, DESIGNING AND ORCHESTRATING MEDIA-WORTHY EVENTS.

SELF-STARTER ● DESIGN-EYE ● PEOPLE PERSON ● VENDOR RELATIONS

MOST RECENTLY

PRIVATE EVENT SALES AND SERVICE EXECUTIVE ILITCH SPORTS AND ENTERTAINMENT 2023 - PRESENT

PROSPECT, NEGOTIATE, BOOK AND EXECUTE CORPORATE AND SOCIAL EVENTS AT COMERICA PARK, LITTLE CAESARS ARENA AND THE FOX THEATRE. BUILD A ROSTER OF RENEWAL BUSINESS WHILE WORKING IN COOPERATION WITH RESPECTIVE INTERNAL SERVICE DEPARTMENTS FOR EACH GIVEN VENUE TO ENSURE SUCCESSFUL IMPLEMENTATION.

- CONDUCT MARKET RESEARCH ON POTENTIAL NEW LEADS AND DEVELOP TIE-IN OPPORTUNITIES TO ENHANCE VALUE OF THE SALES PACKAGES.
- ESTABLISH PARTNERSHIP OPPORTUNITIES WITH PREMIUM SALES STAFF TO MAXIMIZE EVENT AND REVENUE OPPORTUNITIES.
- WORK WITH IN-HOUSE CREATIVE AND MARKETING TO CREATE, DEVELOP AND GENERATE PROPOSALS AND PRESENTATIONS BY COMPILING NECESSARY INFORMATION WITH RESEARCH, CURRENT TRENDS, TECHNOLOGY, DATA, PHOTOS, ETC.
- PROVIDE WEEKLY REPORTS ON SALES ACTIVITY, EXPENSES AND BUDGET UPDATES TO TRACK PERFORMANCE OF THE DEPARTMENT.

CONFERENCE AND CATERING SALES MANAGER MOTORCITY CASINO HOTEL 2018 - 2023

OVERSEES ALL ASPECTS OF THE DAY-TO-DAY CONFERENCE AND CATERING SERVICES FOR UPCOMING GROUPS WHILE PROVIDING EXCELLENT GUEST SERVICE. MAINTAIN A SUCCESSFUL SALES AND CLIENT MANAGEMENT TRACK RECORD IN A LUXURY CATERING AND EVENT ENVIRONMENT.

- MAINTAINS STRONG CLIENT RELATIONS AND ENSURE THAT CONFERENCE SPECIFICATIONS ARE COMMUNICATED AND EXECUTED FOR A SUCCESSFUL EXPERIENCE FOR OUR INTERNAL AND EXTERNAL CLIENTS.
- ACTIVELY SOLICIT AND BOOK SIGNIFICANT CORPORATE, SOCIAL AND GROUP BUSINESS MEETINGS AND EVENTS. ASSISTS WITH THE COORDINATION OF ALL ASPECTS OF AN EVENT TO INCLUDE HOTEL ROOMS, MENUS, MEETING ROOMS AND EVENT SPACE, A/V REQUIREMENTS, EVENT COORDINATION AND BANQUET STAFF AS WELL AS THE SET-UP AND TEAR-DOWN OF THE EVENT.
- SOLICIT PLANNERS OF ORGANIZATIONS AND BUSINESSES TO EXPLAIN SERVICES AND FACILITIES OFFERED BY THE RESORT TO BOOK FUTURE BUSINESS AS WELL AS FACILITATE PRESENTATIONS TO PROSPECTIVE CLIENTS.

DIRECTOR OF BUSINESS DEVELOPMENT AND EVENTS CHAIR COVERS & LINENS 2015 - 2018

OVERSIGHT AND BRAND INTEGRITY AMBASSADORSHIP FOR EVENT DESIGN AND CONCEPT DECOR COMPANY. A DUAL POSITION COMPRISING MANAGEMENT OF STAFFING AND CLIENT ACCOUNTS, SUPERVISION OF YEARLY BUDGETS, FULL-SERVICE EVENT PLANNING, EXECUTION AND THE DESIGN DIRECTION OF PRODUCTS AND TRENDS.

- FULL-SERVICE PLANNING FOR OVER 350 EVENTS ANNUALLY.
- RECRUITED AND MAINTAINED THE 12 LARGEST ACCOUNTS IN THE COMPANY AND SUCCESSFULLY EXECUTED THE LARGEST PROFITING EVENT IN COMPANY HISTORY.

DIRECTOR OF SPECIAL EVENTS THE CROFOOT BALLROOM 2008 - 2015

MANAGEMENT OF 250 ANNUAL PRIVATE, PUBLIC AND SPONSORED EVENTS AT FIVE SEPARATE VENUES. A POSITION ENTAILING CLIENT LIAISON, PROJECT MANAGEMENT AND OVERSIGHT OF A 100+ EMPLOYEE TEAM.

EDUCATION

EASTERN MICHIGAN UNIVERSITY BACHLOR OF ARTS AND SCIENCES

- PUBLIC RELATIONS AND JOURNALISM
- LANGUAGE, LITERATURE AND WRITING

ACCOLADES

COURTNEY STANLEY'S WOMAN TO WATCH 2023

METTLE ATTITUDE AWARD 2020

EVENT PROFESSIONAL OF THE YEAR 2015, 2014

PRESIDENTIAL AWARD WINNER 2014

BEST CORPORATE EVENT 2018

BEST SOCIAL EVENT 2018, 2017

BEST THEMED EVENT DECOR 2018

BEST TECHNICAL PRODUCTION 2015

MEMBERSHIPS

INTERNATIONAL LIVE EVENTS ASSOCIATION (ILEA), DETROIT

NATIONAL ASSOCIATION OF CATERING & EVENTS (NACE), DETROIT

JUNIOR LEAGUE OF BIRMINGHAM (JLB), BIRMINGHAM

CONTACTS



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