



SC

STACEY COLLINS

WWW.PINKSTACEY.COM

Accomplished and outgoing, I possess the knowledge and experience it takes to build and maintain professional relationships, communicate using multiple platforms, and juggle numerous tasks while keeping calm.

## CORE COMPETENCIES

Company Branding  
Vendor Relationships  
Effective Business Partner  
High Emotional Intelligence  
Strong Organizational Skills  
Time Management  
Team Management  
Fast Paced and Collaborative  
Analytical Insight  
Plan & Lead Marketing Initiatives  
Event/Tradeshow Management  
eMarketing and Social Media  
Exceptional Attention to Detail

## PROGRAMS/ SOFTWARE

Microsoft Office Suite  
Apple iOS platform  
Windows Platform  
YouTube  
Slack  
DropBox  
Marketo  
Social Media  
MailJet  
Constant Contact  
Adobe InDesign  
Microsoft Dynamics CRM

## EXPERIENCE

MARKETING COMMUNICATIONS SPECIALIST • SOLARFLARE • APRIL 2014 – JULY 2019

### Event Management

- Managed 26 - 60 national and global (EMEA and APAC regions) tech-focused tradeshows, conferences, and events for Solarflare per calendar year
- Conducted research on events of interest to company (market sector, location, history and cost of event) and determined the event selection process for Solarflare's participation, which included working with leadership team to determine goals of conference attendance
- Developed a full-cycle event process that included: venue/tradeshow selection, managing vendor contracts for booth orders (audio/visual, branded promotional items, furniture/decorations, food/beverage, entertainment, electrical, internet, branded artwork for booth footprints ranging from 10x10 to 20x20 as well as company-held events, attendance reporting/lead scans, pre and post-event e-communications, loading leads into CRM, etc.), collecting closed contracts, maintaining PO's and payment schedules, working cross-functionally with multiple departments to gain messaging alignment, and coordinating schedules and travel logistics for staff to attend shows, events, webinars and meetings
- Lead weekly events committee meetings, including preparation of agenda and minutes, to update team on status and provide any insight/guidance on any foreseeable obstacles

### Budgets & Contracts

- Developed and managed multiple annual targeted spend for events, webinars, and collateral within annual target budgets for each category (300k – 600k per year for events, 20k for webinars, and 75k for collateral), ensured spending on individual events/shows kept within quarterly and annual budget targets
- Coordinated a 40k two-year contract for new Marketo and supporting connectivity software and managed Marketo based e-marketing campaigns

### Marketing

- Managed collateral process from inception to completion for marketing and sales departments
- Updated company website pertaining to event brochures, call for papers, conference and event calendars; managed updates to the sales partner portal and reseller training program
- Collaborated with other departments to coordinate meeting attendance requirements, collateral needs, and e-marketing campaigns (using Marketo, Constant Contact, MailJet, Hootsuite, LinkedIn, Facebook, YouTube)



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## EDUCATION

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Bachelor of Arts Theatre Arts & Dance, Minor Business Administration • 2003 • California State University Los Angeles

Certified Massage Technician • 1997 • Southern California School of Massage

Studies in Business Management • 1995-2000 • California State University San Bernardino

## ACHIEVEMENTS/ MEMBERSHIPS/ SOCIAL

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American Guild of Musical Artists (AGMA) (member)

Actor's Equity Association (member)

California State University, Los Angeles chapter of the Honor Society of Phi Kappa Phi (member)

Golden Key International Honor Society (member)

Kennedy Center Theatre Festival award recipient for Outstanding Performance at Festival for Production Stage Manager (awards)

Surf and paddle board, hike with my family, anything in the water!! And my personal website, [www.pinkstacey.com](http://www.pinkstacey.com) (social)

EXECUTIVE ASSISTANT TO CEO AND OFFICE MANAGER • SOLARFLARE • SEPTEMBER 2011 – APRIL 2014

EXECUTIVE ASSISTANT TO CEO • TOWNSEND PUBLIC AFFAIRS • AUGUST 2010 – SEPTEMBER 2011

### Administrative

- Performed top-level administrative duties in support of the CEO and 12-member Executive Staff including scheduling extensive (and often last-minute) travel arrangements, scheduling a high volume of meetings and appointments, managing an ever-changing business/personal Outlook calendar and managing complex schedules
- Prepared and submitted CEO's expense reports
- Performed Notary Public duties as necessary
- Planned, coordinated and facilitated on and off-site leadership meetings, BOD meetings, sales meetings, and company functions/events
- Managed ordering of office materials, kitchen needs, and first aid supplies, as well as managed everyday office operations
- Fostered trusting relationships between the company and its clients, including handling highly confidential correspondence and materials

### Project Management

- Authored Company Policy for ISO Emergency Response Plan that was implemented at the office headquarters, trained the entire staff on the plan, and completed quarterly drills coordinated with local emergency response departments
- Member of the management team formed to attain ISO 9001 and 14001 certifications
- Developed and managed the non-disclosure agreement program for the company
- Managed the coordination of tradeshow and conferences, including staffing/scheduling, lead retrieval management, and budgeting
- Arranged annual flu shots, established and coordinated training for the First Aid Team at the office headquarters

STAGE MANAGER • DOROTHY CHANDLER PAVILION FOR LA OPERA, HOLLYWOOD BOWL, REPRIS THEATRE COMPANY, LA PHILHARMONIC, MARK TAPER FORUM, THE GEFFEN PLAYHOUSE • JULY 2003 – JUNE 2010

- Multi-tasked multiple projects/shows, over 49 professional productions
- Ensured production proceeded correctly and remained on schedule by managing daily schedules, meetings, emails, and staff communications
- Managed both in-room and onstage rehearsals, including sustaining communication with all departments (props, deck, electrics, wardrobe, carpenters, sound, etc.) involved
- Called numerous shows when in Production Stage Manager role
- Created and preserved meticulous spreadsheets, workbooks, and archival information
- Maintained office supplies, filing systems, and other administrative duties as necessary
- Established and upheld trusted relationships with international artists



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