

Tom MacMahon
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Umpires Media., Director of Event Marketing (2005 - current)

- Leads event management team throughout North America
- Develops event account , trade show and on-site marketing strategies
- Selects, trains and coaches event staff in all aspects of live event planning
- Builds strong on-going relationships with current/prospective event clientele
- Develops with owners, sales and marketing plans and executes same
- Oversee all aspects of event management including venue identification and negotiations
- Manages design and production of event advertising and collateral materials
- Manages relations with event suppliers, vendors and consultants as required
- Oversees development and execution of on-line/social media tools related to events

Market Technicians Association, Program Manager (1999 - 2005)

- Managed all association events from conception to final arrangements
- Developed new services for membership including webinars, national library and database
- Trained and coached event staff including customer relationship skills
- Built relationships with event vendors and suppliers
- Personally handled event negotiations and liability control
- Oversaw all aspects of event negotiation including venue. AV, decorating and dreyage
- Coordinated all design and production of event advertising and collateral materials
- Managed development and execution of on-line/social media tools related to membership

Meeting Expectations LLC, Managing Director (1984 - 1999)

- Developed and managed national meetings & conferences including motivational and special events.
- Managed, trained and coached sales staff including telemarketing skills
- Built relationships with current/ prospective clientele
- Developed and executed Sales and Marketing event plans
- As integral part of planning teams, planned operations and budgets
- Managed design and production of advertising and collateral materials
- Lead negotiations with venues on all aspects of event logistics including travel, accommodation and banquet requirements.
- Managed development and execution of on-line tools for events.
- Oversaw analysis and process improvement for all events on a year-to-year basis.

Canada Dry & McDonalds Restaurants, Marketing Manager (1977 - 1984)

- Managed all branch employee local store/retail marketing live events throughout the country
- In league with marketing teams, developed local store marketing and merchandising
- Managed, trained and coached Branch Customer Service Managers
- Built relationships with vendors, regional managers for special events
- Developed catalogue of specific local branch promotional event campaigns
- Managed local branch merchandising and collateral materials nationwide

Education

- Bachelors in Communications
- Diplomas in Marketing & Advertising, Interactive Multimedia

Skills

- Background in hospitality industry
- Expert knowledge and understanding of event planning
- Practiced leadership based on years of experience
- Problem solving while under tight deadlines
- Financial and budgetary management
- World class communications and presentation skills
- Excellent listening and team leadership skills
- Advertising design skills
- Proficient in all Windows suite and graphics programs
- Able to integrate marketing and sales with event planning
- Team player with strong interpersonal abilities