

LAYLA CLINE

EVENT & MARKETING MANAGER

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PROFESSIONAL SUMMARY

Event professional with extensive experience in producing large-scale galas and managing complex vendor operations. Expertise in logistics, budgeting, procurement, and contract negotiation, resulting in enhanced event quality and guest engagement. Proven ability to coordinate cross-functional teams and deliver impactful experiences through a blend of creativity and operational efficiency.

WORK EXPERIENCE

Manager of Relationship Events | Feb 2025 - present

Alzheimer's Association

- Directed the 750-attendee Dancing Stars of Coastal Georgia Gala, overseeing logistics, budgeting, procurement, and contract negotiation to ensure high-quality execution and guest experience.
- Achieved record fundraising of \$460K by implementing innovative event strategies, optimizing resources, and leveraging data-driven decision making.
- Cultivated and expanded sponsor relationships, securing new partners and strengthening retention through personalized stewardship and strategic outreach.
- Managed digital engagement by overseeing event website and social media content, developing scripts, and ensuring cohesive storytelling across in-person and online platforms.
- Recruited, trained, and led 50+ volunteers, fostering a mission-driven culture and ensuring smooth day-of operations.

Sales and Events Coordinator | March 2024 - Feb 2025

Hyatt Regency Savannah

- Increased revenue and strengthened client satisfaction through strategic upselling, proactive problem-solving, and service tailored to both B2B and B2C clients.
- Managed event sales operations, including contracts, internal communication, billing, commissions, and rebate processing, ensuring a seamless end-to-end experience.
- Leveraged CRM and Envision systems to streamline workflows, track performance, and improve operational visibility.
- Researched marketing and industry trends to support sales and event initiatives, integrating insights into enhanced customer experiences and engagement strategies.

ACADEMIC HISTORY

Creative Business Leadership MS

Savannah College of Art and Design | Master's Degree | June 2023 - August 2024

- Summa Cum Laude
- GPA: 4.0

Fashion Merchandising BS

West Virginia University | Bachelor's Degree | Jan 2021 - May 2023

- Summa Cum Laude / President's & Dean's List
- GPA: 3.9
- Minor: Advertising

SKILLS

- **Technical Skills:** Shopify, OneCause, CVENT, Canva, Adobe Creative Cloud, Microsoft Office Suite (Excel, Word, PowerPoint), CRM systems, website management
- **Event & Project Management:** Event planning and execution, vendor and stakeholder management, procurement, contract negotiation, budgeting and financial management, volunteer management, logistics coordination
- **Marketing & Sales:** Marketing strategy, digital storytelling, visual merchandising, marketing asset creation and design, sponsor marketing, social media management, event activations
- **Interpersonal & Professional Skills:** Client relationship management, problem-solving, customer service, cross-functional collaboration