

Sonal Vallabh

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Areas of Expertise

- Event Coordinating
 - Budget Allocation
 - Task Delegation
 - Project Management
 - Marketing Analysis
 - Sponsorship Acquisition
 - Team Leadership
 - Vendor Relations
 - Fundraising
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EDUCATION

University of Central Florida Rosen College of Hospitality Management, Orlando, FL, 2016

Bachelor of Science in Event Management

SKILLS

Word	PowerPoint	Excel	Cvent	DonorPerfect
Constant Contact	Photoshop	Painter	Auto CAD	Hand Drawn Floor Plans

EXPERIENCE HIGHLIGHTS

ABILITY CONNECTION, Dallas, TX, November 2017- February 2018

Special Events Coordinator

Managing entire event portfolio that achieves both the objectives and financial needs of the organization as well as the goals of the Development department. Responsible for developing and maintaining a working relationship with staff, community organizations in planning and executing all Ability Connection fundraising events.

Key Accomplishments:

- Produced over \$100,000 in revenue from, ticket sales, fundraising elements, and live and silent auction items.
- Cultivated and maintained foundation partnership that produced over \$10,000 for Independent living studio.
- Oversees the vendor process for event supplies including: quotes, negotiating contracts, and collecting the appropriate paperwork while ensuring on-going communication.
- Generate new ideas that improve the event planning and execution process that fits the objectives and goals at hand.
- Communicates event details with management teams and other stakeholders.

WYNDHAM VACATION OWNERSHIP, Orlando, FL, May- August 2016

Corporate Events Planner

Developed quality themed events and trips to incentivize employees. Orchestrated key logistics, including gifting shipping logistics, design of advance mailer, and updating Cvent registration site. Participated in the brainstorming and development processes from ideation to conception. Maintained budgets and project timelines effectively.

Key Accomplishments:

- Collaborated with vendors to create themed creative events along with corresponding gifts.
- Prompted savings of \$5,000 in printed event collateral by introducing a Flip Book to preserve memories.
- Allocated budget of \$1,000,000 for incentive gifting programs and completed timely projects.
- Effectively interacted with vendors and maintained a portfolio for multiple incentive events.
- Served as the key contact and communicator, responsible for delivering consistent updates to vendors.
- Organized a major President's Club event to celebrate the accomplishments of 350 winners.

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IMPOWER, Orlando, FL, August 2013 -December 2014

Development Intern/ Event Planner

Met key business objectives by supporting event planning initiatives for fundraising and community engagement. Followed strict project guidelines, goals, and plans to improve results. Served as a volunteer before officially obtaining an internship position.

Key Accomplishments:

- Produced over \$40,000 in financial resources by positioning sponsorship opportunities and requesting donations.
- Supervised 100+ volunteers during multiple events, including the back to school drive and Holiday Heroes.
- Managed administrative tasks, which involved the development of program speeches and sponsorship packages.
- Supported event planning tasks to facilitate a Holiday Open House at a popular local venue, securing government officials as attendees
- Gained \$150+ in food sponsorship resources from local businesses with interest in gaining more exposure.
- Contacted 300+ local businesses by phone to make an introduction and personally invite to seasonal events.

VOLUNTEER EXPERIENCE

ROSEN CAB AND CAB, Orlando, FL, January – May 2016

Entertainment Lead

Played a major role in the development and delivery of highly entertaining events to meet the needs of target audiences. Created, monitored and managed resources throughout the event planning process. Communicated with teams to delegate and complete tasks.

Key Accomplishments:

- Planned and executed events, which involved organizing production schedule logistics and contacting vendors.
- Established budgets, prepared contracts and participated in negotiations to agree to specific terms.
- Lead event production, delegated tasks, and directed vendors during stage setup and performance planning.

FLORIDA MATIYA SAMAJ OF ORLANDO, Orlando, FL, September 2014- present

Board Member

Produced resourceful fundraising events catering to specific audiences. Managed teams and monitored activities to ensure proper event operations. Actively engaged team members and participants throughout events.

Key Accomplishments:

- Conducted research to gain insight on marketing solutions, including social media and key demographics.
- Analyzed event planning practices to increase attendance and overall entertainment delivery.
- Planned a silent auction as a fundraiser to obtain resources for the support of various causes.
- Assisted with the planning of the 4th annual culture gala and delegated tasks among volunteers.
- Prepared raffle items and other methods of entertainment to encourage crowd participation.
- Created unique floorplans to accommodate event themes and purposes within budget constraints.