

Jennah Fletcher

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Senior Events Coordinator with a proven track record of success in end-to-end event management, from week-long incentive trips for 100 attendees to large-scale conventions for 6,500 attendees. Expertise in onsite support, staff briefings, guest management, budget management, marketing, and communications. Passionate about delivering exceptional events that leave a lasting impression on attendees.

Personally committed to professional development, planning to complete an APM Project Management certification in July.

WORK EXPERIENCE

doTERRA International LLC • Milton Keynes, England, United Kingdom

08/2021 - Present

Senior Events Coordinator

- End-to-end event management for a range of exclusive and innovative networking events, from small-scale meetings to week-long incentive experiences.
- Budget creation and ownership (up to £170k), ensuring that all events are delivered within budget and to a high standard, including budgets in multiple currencies and VAT structures
- Created and managed event project plans and milestones, ensuring that all goals were delivered on time and on budget via platforms such as ASANA, basecamp, and Smartsheets
- Guest management: First point of contact for students, employers, and other stakeholders, both onsite and online, providing excellent customer service and support.
- Rooming list management for pan-European events, ensuring that all attendees and staff are comfortably accommodated.
- Team leading, mentoring, and training, including day-to-day feedback, onsite roles and responsibilities, and general support
- All pre-promotion responsibilities (below)

Event Coordinator

- Working with the Marketing Department to create and review all event materials, including websites, invitations, post-event surveys, branding, and social media content, to ensure that they are engaging and informative.
- Working with the Sales Department to develop and execute event briefs, search for and secure venues, and provide onsite support when needed.
- Working with the Finance Department to manage event budgets, track expenses, and ensure that all invoices are paid on time.
- Working with the Operations Team to order and manage all physical assets for events, including branding, signage, and attendee gifts.
- Travel booking for staff members, including flights, transfers, and accommodation, to ensure that they are able to attend events and participate fully.

Lakeview Lodge • Milton Keynes, England, United Kingdom

05/2021 - 08/2021

Activities Coordinator

- Planned, setup, and facilitated a myriad of meaningful activities for residents of a care home who had a range of physical and mental capacities
- Build relationships with the residents to meet their social needs, especially coming out of lockdown
- Employee of the Month, as voted on by residents

EDUCATION

Master of Arts - MA in Creative Writing and Publishing

Kingston University • GPA: 2.1

01/2017 - 01/2019

Bachelor of Arts - BA in English Language & Communications and Creative Writing

Kingston University • GPA: 2:1 & Kingston Gold Award

01/2014 - 01/2017

VOLUNTEERING & LEADERSHIP

ConnectUK, Kingston University

President • Kingston, London

09/2017 - 09/2018

I was the president of ConnectUK, which was the international student society at Kingston University. As president, I mainly:

- Supported students in transitioning to university life, both domestically and internationally.
- Developed and implemented innovative new events for the society, such as a scavenger hunt, which I personally oversaw from start to finish.
- Managed the society committee directly, organizing weekly quiz nights and free lunches to build community and engagement.
- Promoted large events to the entire university student body, reaching a wide audience.
- Initiated and developed new sponsorship opportunities for the society.

Black History Month 2.0, Kingston University

Volunteer • Kingston, London

01/2018 - 02/2018

Volunteered for the second version of Black History Month at Kingston University in February 2018, which featured an event every day for the month. Assisted with room setup, registrations, and hosted one of the final events, a 90s-themed quiz.

SKILLS

Attention to detail, Budget Management, Copy Editing, Copywriting, Customer Service, Event Planning, Leadership, Location Scouting, Microsoft Office, Organizational skills, Problem-solving, Research, Teamwork