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# STEPHANIA GRECO

Represented by Creative Circle

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## PROFESSIONAL SUMMARY

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Detail-oriented professional bringing 7 years of experience in event production, marketing and entertainment. Focused student, team player and leader with success in guiding teams through event coordination and creation and distribution of marketing campaigns while building relationships with internal stakeholders and event attendees. Prepared and eager to joining your company and keep growing as a professional.

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## SKILLS

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- Integrated media marketing
- Customer service
- Networking
- Events planning and logistics
- Sponsorship acquisition
- Talent acquisition
- Budget management
- Graphic design
- Campaign development

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## WORK HISTORY

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**Event Coordinator**, 11/2016 to Current

**Act Productions Inc.** – Miami Beach, FL

- Coordinated location/venue, sponsorship, entertainment, catering and talent for various events.
- Maintained close communication with clients to achieve event goals and mitigate service issues.
- Assessed events planning services and related costs, capitalizing opportunities to cut costs and drive revenue generation.
- Spearheaded negotiations with vendors and subcontractors to maintain a specific event budget.
- Coordinated travel itineraries for the entire staff.
- Trained and supported cross-functional teams comprised of customer service, marketing, and networking teams.
- Created Integrated Media Marketing campaigns that resulted in a 60% increase of organic social media followers within a period of 14 months.
- Leveraged existing media relationships, cultivated new contacts and originated win-win business opportunities.
- Implemented marketing strategies which resulted in 12% growth of customer base.

**Marketing Manager**, 10/2014 to 11/2016

**Therapmedic** – Miami, FL

- Managed daily office operations and was in charge of trade show logistics.
- Developed and managed new marketing strategies to help increase sales and relevance within the Latin market.
- Provided outstanding service to clients to not only maintain but to extend the relationship for future business opportunities, resulting in 3 new corporate clients within a period of 10 months.

**Meetings And Logistics Coordinator**, 07/2010 to 04/2014

**Global Seafood** – Coral Gables, FL

- Maintained excellent working relationships with customers by efficiently responding to all inquiries and complaints concerning work orders, invoices and shipments.
- Maintained all Import/Export insurances policies up to date, as well as finding new providers within Ecuador at a lower cost, resulting in savings of 10% in comparison to the year of 2009.

- Coordinated meetings with brokers as well as organizing internal meetings.

**Media And Event Producer** , 01/2007 to 10/2009

**Sambil Model** – Maracaibo, Zulia

- Organized casting calls for Sambil Model Venezuela.
- Created and launched press releases and marketing campaigns.
- Managed event logistics and operations, including support staff, vendor services and volunteers.
- Wrote an average of 3 press releases and media advisories for each event in order to collaborate with the public relations efforts.

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## EDUCATION

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**Bachelor of Science:** Mass Media, 2009

**Universidad Rafael Belloso Chacin** - Venezuela

Scholarship for bachelor's degree focusing on Journalism and Mass Media.

**Bachelor of Science:** Media Communications, 2018

**Full Sail University** - Winter Park, FL

Scholarship in Media Communications, focusing on Creative Digital Design and Technology, Integrated Media Marketing and Public Relations.