

REBECCA LIVINGSTON

CREATIVE MARKETING STRATEGIST | EVENTS EXPERT | PROJECT MANAGER

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Dynamic and award-winning marketing professional with a proven track record of success in event planning, creative direction, communication strategy, and content production. Expertise includes executing high-profile events, developing comprehensive communication strategies, and creating diverse content across various platforms. Recognized for driving substantial sales opportunities, overseeing successful campaigns, fostering strong client and colleague relationships, and excelling in project management.

PROFESSIONAL EXPERIENCE

Marketing Consultant at Liaison (October 2022 - April 2024)

- Led creative direction for LIAISON | Seattle event for 120 clients, overseeing development of all visual collateral, registration site, signage, hotel keycards, branded cocktails, and more
- Formulated comprehensive communication strategies for client events and product launches
- Produced diverse branded content for newsletters, blogs, emails, and webpages
- Conducted research projects for vendor sourcing and new media launches

Senior Marketing Coordinator at Inspirage (June 2021- October 2022)

- Oversaw all end-to-end event planning for North America, including trade shows, webinars, virtual and in-person sales presentations, and social events
- Launched and hosted 7-episode season of Inspirage On Air podcast and produced 15-episode "Inspirage Unscripted" video series to diversify content distribution across marketing channels
- Facilitated sales team support through Oracle Alliance Director relationship management of over 50 prospective accounts, driving enhanced engagement opportunities
- Assisted creative services team with email design, copywriting, and blog editing

Marketing Manager at Liaison (May 2016- April 2021)

- Led the company in the planning and production of the annual Liaison User Conference, which generated over \$1 million in sales opportunities and netted over \$250,000 in new business
- Collaborated with CEO and executive team to plan biannual summit and reception for VIP clients and partners
- Specialized in creating and executing event campaigns tailored to client objectives and brand identity for 65 global trade show appearances annually
- Project managed the campaign planning, paid media, and content teams to ensure landing pages, ads, e-books, and direct mail pieces were completed on time and under budget
- Acted as liaison between Marketing and internal stakeholders/executive team to regularly report on project progress and new initiatives
- Recognized with Employee of the Year award, "UROCK" peer-nominated award, and performance award from CEO

SKILLS & TECHNICAL KNOWLEDGE

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|-----------------------------------|---------------------------|--------------------|
| ● Event management and production | ● Project management | ● Salesforce |
| ● Creative directing | ● Venue selection | ● Monday.com |
| ● Campaign planning | ● Budget management | ● Basecamp |
| ● Contract negotiation | ● Social media management | ● Pardot |
| | ● Copywriting | ● Google Analytics |

EDUCATION

Northeastern University

Bachelor's Degree, Communication Studies (*cum laude*)