



Eunji Richard

Experiential Marketing Associate

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SUMMARY

Experiential marketing professional with four years of progressive experience delivering customer facing events, brand activations, and integrated programs across **financial technology** and B2B software environments. Owns planning from concept through closeout, including venue sourcing, vendor negotiations, contract review, budget tracking, attendee workflows, **run of show documentation**, creative production, and **post event reporting**. Coordinates Marketing, Sales, Product, Communications, design, finance, and external partners across overlapping schedules with demanding deadlines. Uses Cvent, Splash, Eventbrite, Asana, and Monday.com to keep work visible and execution consistent. Connects attendance, engagement, lead capture, pipeline, revenue, and expense data in practical reports. Applies generative AI with human oversight for planning documents, vendor comparisons, and analysis. Brings thoughtful execution that supports stronger **customer relationships**, brand awareness, and measurable business outcomes.

EXPERIENCE

Experiential Marketing Associate

LatticePay Technologies 📅 October 2024 - Present 📍 Austin, TX

Owns a customer event portfolio across financial technology audiences, guiding strategy, logistics, creative delivery, partner coordination, measurement, and closeout. Provides operating direction across overlapping programs while protecting guest experience, brand consistency, budget discipline, and commercial relevance.

- Built Asana plans and run of show documents for overlapping customer forums and executive dinners.
- Negotiated venue scopes and vendor contracts, then reconciled invoices against approved program budgets.
- Configured Cvent and **Splash** journeys for invitations, registration, capacity monitoring, and attendance reconciliation.
- Directed **invitations**, signage, collateral, and activations with creative partners for consistent **brand presentation**.
- Produced reports linking **attendance**, engagement, leads, **pipeline** influence, revenue, and expense results for stakeholders.
- Applied **generative AI** with human review for planning documents, vendor comparisons, and first pass reporting.

Event Marketing Coordinator

BrightField Software 📅 October 2022 - September 2024 📍 Dallas, TX

Coordinated regional conferences, user meetups, webinars, and field events supporting demand generation and customer engagement. Managed schedules, vendors, registrations, logistics, expense records, and performance reporting across simultaneous programs for a growing B2B software portfolio.

- Coordinated conferences and field events across venue, catering, audiovisual, shipping, staffing, and **attendee workflows**.
- Maintained **Monday.com** schedules with dependencies, approvals, creative deliverables, and registration **milestones**.
- Administered Eventbrite and Cvent registrations, resolving participant issues and preparing final attendance files.
- Tracked purchase commitments and **vendor invoices**, surfacing budget variances before approval and reconciliation.
- Compiled performance summaries connecting attendance, engagement, lead capture, and **sales** follow up data.
- Supported **marketing** and revenue teams with consistent event reporting for program evaluation and planning.

STRENGTHS



Event ownership

Took programs from early concept through closeout, and became a trusted partner when timelines tightened or details shifted.



Vendor stewardship

Compared bids, clarified scopes, and protected service quality during negotiations. Partners appreciated having one clear point of contact.



Guest experience

Built registration and check in workflows around attendee needs. Small fixes often made arrival feel calmer for everyone.



Cross team delivery

Connected marketing, sales, product, communications, design, and vendors around shared milestones. Colleagues gained a clearer path forward.



Program measurement

Turned attendance, engagement, lead, pipeline, and expense data into useful reports. Revenue teams gained confidence in follow up decisions.

SKILLS

Experiential Marketing

Event Management

Event Logistics Venue Sourcing

Vendor Management

Contract Negotiation

Budget Tracking

[Attendee Management](#)

[Run of Show Planning](#)

[Brand Activations](#)

[Post Event Reporting](#)

[Pipeline Attribution](#) [Cvent](#) [Splash](#)

[Eventbrite](#)

LANGUAGES

English Native

Korean Proficient

MY CAREER

3.9
YEARS

● Experiential Marketing
Associate at LatticePay
Technologies (2 Years)

● Event Marketing Coordinator
at BrightField Software (1.9
Years)

PROJECTS

Institutional Customer Forum Program 📅 2025

Coordinated internal teams and external partners around a customer forum experience, giving guests clear information, thoughtful access, and a consistent brand journey. Connected attendance and engagement findings with follow up planning for revenue teams.

Regional Software User Meetup Series 📅 2024

Organized a collaborative meetup series that brought users, sales partners, and marketing colleagues into shared conversations. Used registration patterns, participant feedback, and lead data to guide future event choices.

LEADERSHIP & AWARDS

- Recognized by senior stakeholders for dependable execution across overlapping customer events and executive programs.
- Earned team recognition for clear event reporting that connected attendance, engagement, and follow up activity.
- Selected to apply generative AI with human review for faster planning documentation and business ready analysis.

EDUCATION

Bachelor's Degree in Business Administration, Marketing

Texas State University 🎓 GPA: 3.8 📅 2022 📍 San Marcos, TX

Coursework: Event marketing, consumer behavior, marketing analytics, integrated communications

CERTIFICATIONS

- Cvent Event Management Certification 📅 2025
- Asana Workflow Specialist Certificate 📅 2024

TECHNICAL SKILLS

- Event Platforms:** Cvent, Splash, Eventbrite
- Project Management:** Asana, Monday.com, project plans
- Event Operations:** Run of show, attendee workflows, check in
- Vendor Management:** Venue sourcing, vendor bids, service coordination
- Contract Administration:** Contract negotiation, scope review, invoice processing
- Budget Management:** Budget tracking, expense reconciliation, variance review
- Creative Production:** Invitations, signage, branded collateral
- Event Measurement:** Attendance metrics, engagement rates, lead capture
- Revenue Reporting:** Pipeline attribution, revenue objectives, sales follow up
- Generative AI:** Planning documents, vendor comparisons, reporting analysis
- Stakeholder Coordination:** Marketing, Sales, Product, Communications
- Audience Programs:** Consumer audiences, institutional audiences, customer forums

PROFESSIONAL AFFILIATIONS

- Member, International Live Events Association, supporting continued learning in event production and experiential marketing.
- Member, American Marketing Association, engaging with peers across brand, demand generation, and customer experience.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST