

JENNA COHEN

WASHINGTON, DC

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Profile

- Organized, detail-oriented, creative event planning professional
 - Experience planning fundraising dinners, conferences, exhibit spaces, fundraising and marketing receptions, and social events
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Experience

American Psychological Association, Professional Organization – Washington, DC **June 2013 - Present**
Meetings Assistant (Contract Position)

- Plan social receptions for 100-300 people as part of conference schedule, including venue, catering, entertainment, and budgeting
- Develop and promote conference sponsorship options to increase conference revenue
- Build registration and proposal submission webpages to ensure smooth registration and proposal submission processes

League of Conservation Voters, Environmental Advocacy Organization – Washington, DC **April 2012 - November 2012**
Special Events and Major Gifts Program Coordinator

- Assisted with the planning of fundraising dinners for 250-500 people that raised \$275,000+
- Coordinated receptions for political candidates that raised up to \$50,000
- Managed event budgets ranging from \$300-\$125,000 and tracked registrations and donations for events using Convio and Excel
- Drafted and coordinated event invitations, emails and programs and maintained event web pages on Convio

Washington Hospital Center, Continuing Medical Education Department – Washington, DC **October 2010 - April 2012**
Meeting Planning Assistant

- Coordinated speaker presentations and logistics for conferences and weekly education events for up to 200 people
- Monitored and problem-solved registration process for conferences on organization's website
- Arranged travel, hotel and registration logistics for large groups at conferences; increased participation by 50%

The Chronicle of Higher Education/The Chronicle of Philanthropy, Washington, DC **December 2009 - July 2010**
Conference and Events Coordinator (Contract Position)

- Managed logistics for exhibits at domestic and international conferences to market company and gain readers
- Arranged receptions and boutique events for 100-200 people to market company
- Coordinated print materials with designers and marketing staff to ensure exhibit materials arrived prior to events and increased circulation to over 100 conferences per year

Washington DC Jewish Community Center, Community Center – Washington, DC **December 2008 - August 2009**
Director, Young Professional Programs (Director, EntryPointDC GesherCity and J-on-Demand)

- Planned social events for 50-500 people, including an inaugural ball, concerts, comedy nights, and networking events
- Revived young professional online community of 30+ interest groups by motivating volunteer leaders
- Created and maintained program budget of \$100,000
- Managed marketing program including program web pages, Facebook, Twitter, and weekly e-newsletters

B'nai B'rith International, Community Service Organization – Washington, DC **July 2007 – November 2008**
Editorial/Administrative Assistant

- Promoted events via phone and e-mail to drive up registration and gain media attention
 - Edited newsletters, pamphlets and press releases to ensure consistency with organization's brand
 - Updated content on website on a daily basis and sent e-blasts
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Education

George Washington University 2011-2013

- Certificate in Event Management

Emory University 2003-2007

- B.A. – Psychology and Linguistics

Skills and Affiliations

- Proficient in Microsoft Office, Cvent, Convio, Salesforce, Wufoo, Adobe InDesign, HTML, CSS, and WYSIWYG editor
- Member of the International Special Events Society (ISES)
- Member of the Chastleton Social Committee
- Active in the National Association for Catering and Events (NACE), Metro Event Specialists (MES), and the Special Event Sites Marketing Alliances (SESMA)