

## **Jillian S. Kligman**

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### **EMPLOYMENT**

*Live Marketing, Account Manager* Chicago, IL; January 2006- March 2009

- Managed events, branding, and messaging for Fortune 500 companies; including Toshiba, HP, Philips Healthcare, Bayer Pharmaceuticals, and Wells Fargo.
- Key role in sales team generating over \$2million in sales 2006- 2007 exceeding the previous year by 75%
- Managed and produced International and National Tradeshows, Sales Meetings, Customer Events, Hospitality events, and various business-to-business programs
- Worked with international and national client contacts on a daily basis; organizing correspondence, travel, and program logistics.
- Coordinated pre- and post show event marketing; email blasts and event-related advertising, room drops, lead follow up, and promotions.
- Assisted in event strategy, planning, entertainment, customer registration, creative conception, and production management
- Assisted in development of Live Marketing's social media website SmarterEventSpending.com
- Created key messaging to audience in business to business programs, tradeshows, sales meetings, and hospitality events
- Managed staff of 5-7 hosts, MC's, ambassadors, and professional presenters on-site
- Supported in coordinating and escorting media crew visits through Public Facing Events, Trade Shows, and Product Launches
- Assisted with writing and developing press kits which include press releases, media alerts, tip sheets, and product samples

*Clyde's Restaurant Group Front Wait Staff* Washington D.C; August 2003-August 2005

- Gained professional relationships with corporate executives at Clyde's Restaurant Group

*King Wholesale Inc Contemporary Marketing Representative* . Chantilly, Virginia; September 2004-April 2005

- Managed 20 local accounts throughout Northern Virginia including the Washington Redskins, and D.C. United Soccer
- Coordinated events, product launches, sponsorship, and public relations for all Anheuser Busch products in Northern Virginia
- Designed banners, table tents, and other Point of Sale items for local accounts
- Worked with local radio stations to promote concerts, festivals, and other local events with media outreach materials
- Led all contemporary marketing activities and strategies
- Assisted in development, planning, and promotion of the annual Shamrock Festival and Bartender's Ball
- Collaborated with local and national Anheuser Busch representatives to further products in the marketplace
- Conducted local media outreach to both the print and Internet divisions of local news outlets

*Dynamic Advertising Solutions Marketing Director* Arlington, Virginia; June 2003-September 2004

- Collaborated with Georgetown University, George Washington University, and American University summer internship program coordinators in creating and executing exciting and safe events for local student interns
- Designed the Washington Intern Network Guide to D.C. to distribute to all local university interns
- Managed a street team of 6 throughout the summer of 2004
- Executed all the promotion and public relations for the Washington Intern Network through university websites, print and media outlets

*The Strawberry Patch Intern/Sales Associate* Peoria, Illinois; January 2002-May 2003

- Collaborated with owners on design and merchandise of the store
- Communicated on a regular basis with the Chicago Merchandise Mart vendors

### **EDUCATION**

Bradley University, Peoria, IL- Completion, May 2003  
Bachelor of Science, Retail Merchandising  
Gamma Phi Beta sorority