

# Whitney Sterling

715 W. California Terrace, O3 | Chicago, IL 60657 | 512.791.1358  
whitneys\_2000@yahoo.com

## Experience

---

### **Attorneys' Liability Assurance Society, Inc.**

**July 2008- Current**

#### ***Member Services Meeting Assistant***

- Manage all correspondence to attendees for meeting invitations and registration
- Develop RFP and conduct site-searches and site-visits for all meetings
- Provide summary and recommendation of venues for program directors
- Coordinate the requirements for food and beverage, equipment and materials deliveries, and scheduling
- Manage the room block and send attendees confirmation
- Work with vendors for off-site events that are held in conjunction with meeting
- Help develop and manage each meeting's budget
- Track registration and produce annual reports that compare previous attendance
- Work with graphics manager to develop meeting artwork, layout and design of meeting materials, and printing

### **USI Southwest**

**August 2005- June 2008**

#### ***Event Coordinator***

- Worked with event director to ensure all events and meetings ran smoothly and deadlines were met
- Coordinated event logistics for annual sales incentive trip for an estimated 400 people
- Prepared all communications and correspondence for events
- Worked with outside vendors and outside planning company to obtain quotes and negotiate contracts
- Managed meeting registration process both online and on-site
- Worked to develop promotional material for proper sponsor branding
- Ensured that meeting and events meet the established budget
- Organized and assisted in development of program content for discussion sessions
- Compiled biographies of award winners and/or presenters
- Assisted with site-searches and site visits for future events
- Managed shipment of materials for all programs
- Processed all invoices and maintained all files, samples and binders for events and meetings
- Developed post-event surveys

#### ***Sales Development Assistant***

- Created and edited presentations, brochures and marketing slip-sheets
- Managed drip marketing e-mail campaign
- Participated in weekly sales meetings tracking leads and sales
- Reported monthly sales
- Processed invoices for advertisements and sponsorships
- Assisted with tracking of the prospect pipeline and sales management systems
- Coordinated and scheduled internal employee functions and meetings
- Administrative duties: Booking travel, managing calendars, managing conference rooms

### **Impact Group**

**October 2004-July 2005**

#### ***Editorial Assistant***

- Project management-managed project deadlines between different departments
- Created and obtained speaker letters, disclosures, and confirmation documents for upcoming programs
- Corresponded with medical professionals and other outside components for program implementation
- Processed payments for outside vendors and honoraria for program presenters
- Fact checked and annotated presentations for upcoming programs
- Updated PowerPoint presentations
- Scheduled conference calls
- Supported Medical Director and Associate Editor

## Industry Involvement

---

- Meeting Professionals International- Student Affairs Committee for the Chicago Area Chapter
- Actively working to obtain the Convention Industry Council's Certified Meeting Planner (CMP) certification

## Education

---

The University of Texas at Austin- Bachelor of Journalism, Print

**May 2004**

## Relevant Skills

---

Proficient in Microsoft Word, Excel, PowerPoint, Outlook, Microsoft Publisher; Basic knowledge of Photoshop and QuarkXPress