

Joe Bechely

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Creative, tech-savvy, self-starter seeks challenging, collaborative and engaging work environment.

PROFESSIONAL EXPERIENCE

First Data

London, UK | Atlanta, GA

Director, Global Event Marketing

December 2012 – September 2013

- Centralized meeting, event and trade show operations in Europe, Middle East and Africa (EMEA) region, and quantified cost savings from proposed consolidation
- Expanded visibility to corporate investment on these programs, and the consequent increased leverage with vendors
- Developed an operating style in EMEA consistent with North America – unified voice, branding, messaging and attendee experience
- Led strategic planning for global customer and employee events
- Served as creative director for all customer- and employee-facing programs including: programmatic theme development and execution; communications; registration process; on-site experience and post-event evaluation

Manger, Corporate and Client Events

September 2010 – December 2012

- Researched, created and implemented first company-wide sports marketing and customer hospitality program including: PGA TOUR Championship; SEC Championship; College World Series of Omaha
- Led sponsorship efforts for 2 years (2011-2013), managing staff, vendors and \$2M budget
- Directed team executing the global sales recognition program (President's Club) including: criteria development, monthly reporting, communication and program execution
- Implemented mobile technology solution to enhance attendee experience including two-way communication among event participants before, during and after programs
- Engaged 1,000+ customers and 2,300+ employees annually
- Led city-wide corporate volunteer effort for 3 years (Hands on Atlanta) engaging 1,000+ employees

Associate Manager, Corporate and Client Events

August 2008 – September 2010

- Managed customer hospitality program, tracking usage and ROI
- Consolidated disparate event execution into centralized operations housed within marketing organization
- Led global team in executing one-off, employee recognition program (100 Heroes) which has become a company-wide recognition program still implemented today (BRAVO)
- Built online company store to complement brick-and-mortar presence in headquarters

Manning, Selvage & Lee

Atlanta, GA | Wilmington, DE

Senior Account Executive

February 2007 – August 2008

- Provided exceptional client service as day-to-day client contact for Bayer HealthCare Pharmaceuticals, AstraZeneca, Novartis Consumer Health, Newell Rubbermaid, Cox Communications and MeadWestvaco
- Drove program implementation with on-site and virtual teams up to 10 people to ensure program completion within budget and according to schedule
- Lead creative strategy sessions for internal and external branding, marketing communications campaigns and a recruitment advertising campaign
- Partnered with interactive and digital agencies to deliver complete solutions for clients including an interactive employee engagement microsite and video production
- Developed RFP responses as part of business development team
- Created, tracked and reconciled program budgets (\$2,000 – \$600,000), timelines and deliverables
- Lead brainstorm sessions resulting in newsletter and magazine naming and design, interactive employee engagement site, trade show booth design, unified town hall deliverables and visual program representation
- Partnered with designers to produce and deliver all program elements
- Maintained archives and case studies for every program and deliverable

Project Manager

August 2006 – January 2007

- Served as client's point-of-contact for on-site team
- Tracked budget expenditures, preparing weekly client-facing reports
- Monitored project timeline adherence and advised team and clients accordingly
- Partnered with creative team to produce and deliver all program elements

Q Television Network, On Q Live

Los Angeles, CA
August 2005 – January 2006

Lead Host

- Interviewed guests during a live, daily, interactive variety/talk show
- Individually produced and wrote segments
- Scheduled and briefed guests for on-air appearances
- Produced and wrote field pieces for various shows on the network
- Wrote and recorded voice over for segment packages

Emory University, Student Activities Office

Atlanta, GA
July 2004 – August 2005

Assistant Director of Orientation

- Coordinated and planned the Emory University orientation programs for 5,000+ students, parents and family members
- Coordinated annual Town Hall with former President Jimmy Carter and 1,300-member freshman class
- Created and implemented an innovative, late-night program series (Fridays @ 10)
- Recruited, selected, trained, supervised and coached 8 Orientation Captains and 130 Orientation Leaders
- Identified, researched, developed and lead Orientation Leader retreat and training
- Evaluated and assessed summer orientation program
- Managed \$100,000 budget for all orientation programs
- Edited and published Oxford College Continuee Student Handbook

Florida State University, Office of Orientation

Tallahassee, FL
August 2002 – May 2004

Graduate Assistant

- Coordinated and planned aspects of the orientation programs for 15,000+ students, parents and family
- Recruited, selected, trained, supervised and coached 29 Orientation Leaders throughout summer orientation sessions
- Identified, researched, developed and lead Orientation Leader retreat and training
- Evaluated and assessed summer orientation program
- Managed budget expenditures for assigned projects
- Implemented new freshmen mentoring program from inception to implementation
- Edited Florida State University Student Handbook

Florida State University, Graduate Internships

Tallahassee, FL
January 2004 – May 2004
August 2003 – December 2003
January 2003 – May 2003

First Year Experience Program – Graduate Assistant/Instructor

Student Rights and Responsibilities – Graduate Assistant/Judicial Officer

Student Campus Entertainment – Graduate Intern

EDUCATION

Florida State University Tallahassee, FL May 2004

Master of Science in Education – Higher Education Administration (Student Affairs focus)

University of Tennessee Knoxville, TN May 2002

Bachelor of Science in Education – Human Services (Sign Language Interpreting focus)

SKILLS

Technology

- Mastery of Microsoft Office 2010
- Experienced with SSO implementation for vendor websites
- Website and email marketing development experience

Communications

- Excellent written and verbal presentation skills
- Stickler for grammar, enjoys language and has a good speaking voice.

Creativity

- Served as creative director in in multi-channel programs: thematic design, print, web, application development, communications, video, audio, set design, décor, etc.

Leadership

- Collaborative, consensus-builder with experience leading and motivating teams

Project Management

- Experienced project manager, proficient in Microsoft Project

Strategic Thinking

- Experienced problem-solver who can anticipate, interpret and mitigate risk

Fluent in American Sign Language