

Naomi Sullivan

Experiential Marketing Director

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LinkedIn URL

Experiential marketing director with expertise in brand activations and event strategy

Experiential marketing director with 10+ years' experience executing events for 10K+ attendees, increasing brand awareness by 55%, and generating \$500K+ in sponsorship revenue.

Professional Experience

Experiential Marketing Director

LiveBrand Events | San Francisco, CA

April 2018 - Present

- Executed large-scale brand activations with 10,000+ attendees, increasing brand awareness by 55%
- Developed sponsorship partnerships that generated \$500,000 in additional revenue
- Manage event teams, overseeing planning, logistics, and execution for national campaigns

Event Marketing Manager

Creative Vision Agency | San Francisco, CA

July 2013 - April 2018

- Planned experiential marketing activations that boosted customer engagement by 40%
- Coordinated interactive product launches that improved brand recall and customer acquisition
- Negotiated vendor contracts, optimizing event costs and increasing efficiency

Education

Bachelor of Science in Event Marketing

University of San Francisco | 2013

Key Skills

Event marketing strategy



Brand activations



Sponsorship management



Consumer engagement



Event logistics and planning

