



# KATHERINE GIRON

## Position: Events Specialist

Detail-oriented Event Specialist with 10 years of experience in the Event and Hospitality industry, delivering curated, memorable experiences across a diverse range of events.

My portfolio includes large-scale trade shows, brand activations, experiential marketing events, corporate mixers, B2B networking, F&B banquets, and social/lifestyle events. I specialize in managing logistics, budgets, event teams, proposals, floor plans, venue design, and vendor coordination to ensure seamless, impactful execution.

Driven by creativity and strategy, I thrive in fast-paced environments where organization, communication, and guest experience are key. Whether it's a 1,000-person conference or an intimate executive dinner, I bring a passion for bringing events to life — on time, on brand, and on budget.

## EXPERIENCE

### Events Strategist

Quantstamp / Zircuit  
Sept 2022 - Current

- Lead the strategy and execution of global marketing events at major industry conferences.
- Manage brand activations, experiential campaigns, and strategic partnership events.
- Design impactful booths and host engaging experiences—VIP dinners, socials, and live events—to boost brand visibility and drive business growth.
- Ensure alignment with brand identity, marketing goals, and overall business objectives.
- Execute high-impact events across North America, Europe, and Asia to expand global presence.

### Meeting Manager

PMG | E11EVEN Hotel & Residences  
Sept 2022 - Current

- Coordinated sales meetings and presentations for internal teams and broker partners.
- Arranged travel logistics, accommodations, and entertainment for prospective buyers to enhance the client experience.
- Planned and executed key milestone events—such as groundbreakings, grand openings, and promotional activations—in collaboration with the project developer.
- Managed lead generation efforts, qualifying and distributing prospective client inquiries to in-house sales agents.
- Oversaw daily operations of the sales center, providing administrative and operational support to ensure a seamless sales process.

### Event Manager

Key Biscayne Yacht Club  
Feb 2021 - Jul 2021

- Managed F&B operations and event logistics for private and social club events from setup to breakdown.
- Collaborated with culinary staff on custom menus and service layouts.
- Created event materials, including timelines, floor plans, BEOs, and budgets.
- Trained and supervised event staff to ensure high-quality, personalized service.
- Coordinated with external vendors and addressed attendee needs to ensure smooth, risk-free execution.

### Tradeshow Event Planner

Pepcom  
Jul 2019 - May 2020

- Promoted events via social media, managed website content, and collaborated with media outlets on targeted campaigns.
- Oversaw influencer marketing and brand partnerships to boost event visibility.
- Traveled to events to manage setup, breakdown, and on-site staff.
- Provided VIP and influencer support before and during events.

## EDUCATION

### Bachelor of Arts

Florida State University  
Hospitality Management • Class of 2018

## SKILLS

Experiential Marketing | International Event Planning | Event Branding and Activations | Organizational Leadership | Hospitality Management



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katherine-giron



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