

CELESTE JUAREZ

EVENT COORDINATOR

Palm Desert, CA 92260 | Celeste.juarez@email.ucr.edu | (213) 792-8611

SUMMARY

Detail-oriented and adaptable event coordinator with experience supporting and executing branded events across multiple industries and brands. With an education from UC Riverside and hands-on work at a full-house marketing agency, I've developed a strong foundation in event logistics and branding, vendor coordination, and client-facing communication.

PROFESSIONAL EXPERIENCE

Cord Media Company

July 2023 - Present

- Planned and executed branded events for luxury automotive brands, including Porsche, Lamborghini, and McLaren
- Managed event logistics, including vendors, catering, branded materials, invitations, and billing
- Applied brand guidelines and compliance processes across 12 automotive brands
- Executed events for banking and real estate sectors, aligning with diverse brand guidelines.

Juice it Up!

June 2021 - April 2023

- Managed 40+ product recipes and served customers in a high-volume environment
- Trained 4 new team members, supporting a stable onboarding process and team collaboration
- Provided strong customer service to support customer retention and team efficiency

EDUCATION

Bachelor of Science in Business Administration, Marketing

Sept 2019 - June 2023

University of California, Riverside

ADDITIONAL INFORMATION

- **Languages:** English, Spanish
- **Certifications:** LinkedIn 'Marketing: Messaging with Purpose', LinkedIn 'The Habits of Successful Marketers'
- **Activities:** London Leadership Experience - Studying Abroad, Alpha Chi Omega - University of California, Riverside

TECHNICAL SKILLS

Microsoft Suite
Monday.com Work Management

Customer Service
Google Suite