

NICOLE NICHOLS MS, CMP

Strategic Events & Experiences Leader

Creating high-impact experiences that strengthen brands, inspire audiences, and deliver measurable business results.

CONTACT

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STATEMENT OF PURPOSE

Strategic events and experiences leader with extensive experience developing and delivering conferences, executive meetings, experiential programs, and high-profile events across corporate and nonprofit environments. Trusted partner to senior leadership with expertise translating organizational and business objectives into event strategies that strengthen brands, deepen stakeholder engagement, and deliver measurable results. Brings strong financial stewardship, vendor and contract leadership, cross-functional collaboration, and operational command across complex event portfolios.

AREAS OF EXPERTISE

- Event Portfolio Strategy
- Event Marketing
- Executive & C-Suite Engagement
- Global Conferences & Experiences
- Financial Strategy & Budget Optimization
- Strategic Sourcing & Contract Negotiation
- Executive Stakeholder Management
- Cross-Functional Leadership
- Team Leadership & Development
- Attendee Journey & Experience Design
- Risk Management & Contingency Planning
- KPIs, ROI/ROE & Performance Measurement

EDUCATION

Masters of Organizational Leadership,
Manhattan University, 2019

Bachelor of Arts, Psychology,
Pace University, 1999

PROFESSIONAL EXPERIENCE

ISG (Information Services Group) • Stamford, CT

Strategic Events Lead | December 2024 - Present

- **Event Strategy & Leadership:** Partner with senior leadership to develop and deliver high-impact client meetings and strategic programs aligned with business objectives, audience needs, and organizational priorities.
- **End-to-End Event Management:** Lead the full event lifecycle from initial planning, venue sourcing, site inspections, and production through on-site execution, post-event reconciliation, reporting, and wrap-up.
- **Financial Management:** Oversee event budgets up to \$500K, providing fiscal oversight, forecasting, expense management, reconciliation, and cost optimization throughout the planning lifecycle.
- **Vendor & Contract Management:** Lead vendor strategy, sourcing, negotiations, and performance management across venues, production, transportation, staffing, and other event partners.
- **Housing Strategy:** Manage room blocks, attrition, rooming lists, and related housing requirements to maximize operational efficiency, attendee experience, and cost control.
- **Event Operations & Attendee Experience:** Direct complex event logistics and on-site operations, proactively resolving challenges and coordinating stakeholders and partners to deliver seamless, high-quality experiences.

Independent Events Professional • New York, NY

Event Strategist & Consultant | February 2024–Present

- **Strategic Event Management:** Advise clients and develop comprehensive strategies for in-person, hybrid, virtual, large- and small-scale events, aligning program objectives, audience experience, budgets, and organizational priorities.
- **Event Design & Operations:** Lead planning across registration, housing, food and beverage, meeting room configurations, audiovisual and technology requirements, transportation, travel services, and on-site execution.
- **Content, Marketing & Engagement:** Collaborate with stakeholders on meeting design, agenda and content development, event branding, communications, marketing, and creative elements to strengthen audience engagement and overall experience.
- **Sponsorship Strategy:** Identify, research, solicit, and manage sponsorship opportunities aligned with organizational and business goals; develop sponsorship packages and oversee sponsor deliverables.
- **Vendor & Partner Management:** Source and evaluate event partners, negotiate contracts and payment terms, and manage vendor performance against scopes of work, project timelines, and program expectations.
- **Performance Measurement:** Conduct post-event analysis and translate event metrics, stakeholder feedback, and program outcomes into actionable recommendations that support continuous improvement.

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STRATEGIC EVENTS & EXPERIENCES LEADER

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CERTIFICATIONS

Certified Meeting Professional Designation
Events Industry Council, December 2025

Sustainable Events Strategist Certificate
Meetings Professionals International,
February 2024

Pandemic On-Site Protocol Certificate
Event Leadership Institute, May 2021

EVENT & MARKETING TECHNOLOGIES

Cvent | Swoogo | ON24 | Salesforce |
Monday.com | Microsoft Teams | Canva |
Adobe Photoshop | Raiser's Edge |
Microsoft 365 | Google Workspace | Slack

ABOUT ME

I am a strategic events leader who believes powerful experiences are built with intention, purpose, and meaningful human connection. Throughout my career, I have been passionate about bringing people together, creating calm within complexity, and transforming ideas into experiences that inspire engagement and drive results.

My approach combines strategic thinking, thoughtful planning, and a deep understanding of the attendee journey. Whether leading a corporate conference, executive meeting, non-profit initiative, or community program, I focus on creating experiences that are inclusive, impactful, and aligned with organizational goals. I believe the most successful events do more than fill a room—they create lasting impressions, strengthen relationships, and advance a larger mission. Known for my collaborative leadership style and ability to navigate complex environments, I thrive at the intersection of strategy, operations, and experience design.

Private Packs, Inc. • New York, NY

Marketing Consultant (Freelance) | December 2022–February 2024

- Conducted market research and competitive analysis to identify market trends, positioning opportunities, and potential areas for business growth.
- Advised leadership on brand strategy and market positioning, providing strategic insights to support organizational decision-making and brand development.

The New York Academy of Medicine • New York, NY

Associate Director of Events and Marketing | July 2015 – August 2022

- **Revenue Growth & Business Development:** Generated \$150K+ in venue rental revenue within one year, implementing pricing and business development strategies that contributed to an 89% increase in annual revenue.
- **Event Marketing:** Directed integrated event marketing campaigns across email and social media, developing and executing strategies designed to increase awareness, engagement, and program performance.
- **Performance Measurement:** Defined and tracked KPIs and developed reporting and actionable insights to evaluate event performance, identify opportunities, and inform future strategy.
- **Financial Management:** Managed event budgets with a focus on cost control, fiscal accountability, resource optimization, and return on investment.

Bloomberg, L.P. • New York, NY

Team Leader, Global Event Marketing Team | June 2010 – March 2015

- **Event Portfolio Management:** Executed 100+ events, including executive meetings, client events, conferences, trade shows, special events, and employee-engagement programs, managing programs from strategy and planning through execution.
- **Team Leadership:** Led and supported the development of an in-house event team of four, providing direction and oversight in the delivery of 8 high-level, multi-day, and cross-platform event programs.
- **Financial Leadership:** Managed event budgets ranging from \$10K to \$1.2M, providing financial stewardship, strategic resource allocation, cost control, and budget oversight across events of varying scale and complexity.
- **Sponsorship & Brand Activation:** Leveraged sponsorship opportunities to support Bloomberg's product portfolio and collaborated with internal stakeholders to align event strategy with brand and business objectives.
- **Vendor & Operational Management:** Oversaw RFPs, vendor contracts, event marketing, communications, and production requirements to support efficient and successful program delivery.
- **Large-Scale Employee Engagement:** Led internal communications supporting Bloomberg's largest employee-engagement gathering, reaching more than 6,000 employees.
- **Cross-Functional Collaboration:** Partnered with global counterparts and cross-functional teams to develop event plans, objectives, and coordinated approaches supporting organizational priorities.