

*~ Lisa Victoria Byrd ~*

321 Homeland Southway, Apt 2B, Baltimore, MD 21212

Cell (410) 598-5330 Email: [lvbyrd96@yahoo.com](mailto:lvbyrd96@yahoo.com)

To Whom It Concerns:

I am an energetic, versatile, sharp, creative, excellent listener, ability to turn visions into reality hard working professional. I believe in inspiring individuals to achieve high performance and maintain high morale. I am a problem solver, conceptual thinker, visionary, driven to succeed with strong interpersonal and negotiation skills. These are all skills and standards I will bring to your organization in addition to an infectious smile, laughter and positive attitude. With over ten years of experience in education, event organizing/execution, relationship building, volunteer management, strategic and goal planning, I believe my qualifications and personality makes me well qualified to become a member of your team.

I am a self-directed team player who thrives under pressure and works best when managing multiple, concurrent and cross-functional projects. My creativity, attention to detail, dedication and commitment to follow up on the evaluation of programs, services and participation is another one of my strengths. While event planning is certainly one of my strong points, accountability, responsibility and leadership development will always remain foremost as one of my professional commitments. I am passionate about working directly with people and helping colleagues take on responsibilities that enrich not only the organization but the individuals who grow and learn from their involvement.

As the attached resume indicates, in each of these positions, I was responsible for creating policies, procedures and standards; maintaining the master calendar; negotiating contracts and securing financial support for various projects/events. As the Director of Alumnae Relations for College of Notre Dame of Maryland, I planned and implemented comprehensive and diversified activities to promote the engagement of over 17,000 active alumnae located in every state and 34 countries. I worked closely with admissions, career assessment, student development, conference services, academic departments, archives and marketing. At Johns Hopkins University I was a Senior Conference Coordinator for the Office of Continuing Medical Education. I developed and executed all aspects of medical meetings. While at Prince George's Community College, I managed the complete production of special and multicultural events, coordinated staff, students and community members to develop strategies to execute various projects and events. I coordinated major events such as the Bluebird Blues Festival, Caribbean Festival, World Fest, various Expos and Health Festivals. I also implemented awareness and educational programs such as the International Festival, Diversity Week, Welcome Back Week, Spirit Week, Women and Black History month activities.

If I can furnish you with any additional information, please contact me at the above number or by e-mail. Thank you in advance for giving me your serious consideration.

Sincerely,

*Lisa Victoria Byrd*

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## **EXECUTIVE SUMMARY**

- Over ten years of experience in event organizing/execution, education, relationship building, volunteer management, fiscal management, strategic and goal planning.
- Professional, flexible, problem solver, creative, detailed oriented, conceptual thinker, visionary, driven to succeed with strong interpersonal and negotiation skills, committed to follow up on the evaluation of programs/services all with a smile and infectious laughter.
- Serve as principle liaison between vendors, organizers, facilities, technical support, event partners and internal team.
- Self-directed team player who thrives under pressure and works best when managing multiple, concurrent and cross-functional projects to establish and meet organizational goals.

## **PROFESSIONAL EXPERIENCE**

### **Prince Georges Community College**

**2006 - present**

#### ***Professor***

- Teach Event Planning 101 for Prince George's Community College
- The 2-3 day non-credit and 14 week credit course is designed to teach the basic skills to plan an event, where to find the resources needed and how to create the desired outcome for a target audience.
- Cover the Event Management Model – Research, Design, Plan, Evaluate and Risk.
- Discuss how to develop a Strength, Weakness, Opportunities, and Threat (SWOT) Analysis, executing vision, project management, staffing, sight inspections, SMART objectives, five senses of event planning, layout and design, volunteer management, negotiating and fiscal management.
- Stress the importance of providing excellent customer service by immediate service recovery, creating a magical quest experience, exceeding expectations and always paying attention to details.

### **College of Notre Dame – Baltimore, Maryland**

**2007-2009**

#### ***Director of Alumnae Relations***

- Directed and promoted a well-rounded, comprehensive and diversified alumnae program, as well as served in an advisory capacity to senior administration, reporting directly to the Vice-President of Institutional Advancement.
- Served as liaison between the College, over 17,000 alums, various boards and committees.
- Worked with the Institutional Advancement team, various on-campus departments, vendors and sponsors to coordinate and oversee all aspects of Reunion Weekend and other alumnae events.
- Lead a comprehensive effort to create, expand, build and grow alumnae presence through leadership opportunities by producing engaging and sustainable programs on- and off-campus such as the Alumnae Admission Network, Career Services Network, recent graduate programs, alumnae games, non-traditional events and many others.
- Worked with the Director of Marketing to develop, implement and explore new effective communications for alumnae such as brochures, alumnae website, Tower Talk (e-newsletter) and Alumnae Magazine.
- Managed and created new instruments to obtain alumnae information to be maintained in the alumnae database (Raisers Edge) and run reports for marketing and research purposes.

**Johns Hopkins University School of Medicine – Baltimore, Maryland****2006 - 2007*****Office of Continuing Medical Education Senior Conference Coordinator***

- Executed all aspects of meeting planning in accordance with the American Council for Continuing Medical Education (ACCME) for attendees ranging from 50-1,000 per session
- Managed conference budget, negotiated contracts for commercial support and exhibitors, selected venues, on-site management, budget reconciliation, assisted in the processing of payment, investigated marketing avenues, assisted with preparing syllabi for presenters, secured hotel and transportation for attendees and speakers, confirmed audiovisual requirements and provided evaluation summary report for the course director.
- Secured commercial support/educational grants from pharmaceutical companies such as Forest, Avinar, Pfizer, Eisai, Wyeth, Bristol Myers and many others for the Biennial Meeting and Reunion Weekend, 34<sup>th</sup> Annual Geriatrics, 12<sup>th</sup> Annual Alzheimer's, 2<sup>nd</sup> Annual Digestive Disease, Annual Thyroid and Diversity Conferences.

**Prince George's Community College - Largo, Maryland****1997 - 2006*****Coordinator of College Activities***

- Orchestrated the planning, designing, marketing, implementation, budget management and evaluation of co-curricular activities, including the orientation and training of organizational advisors, student and staff leadership training, designing multicultural programming, summer session activities, intramural athletic programming and providing support services for these activities.
- Coordinated major events such as the Bluebird Blues Festival, Spring Festival, various expos, health fairs, awareness/educational programs, diversity programming, Welcome Back Week, New Student Orientation, Spirit Week, gender and ethnic specific month activities.
- Cultivated, managed, and strengthened partnerships and leadership in academic areas, Career and Job Services, Hallam Theatre Auditorium, Office of Recruitment and Admissions, Health Education Services and Athletics to create a comprehensive diversified year-long events program to promote on- and off-campus community involvement.
- Monitored and coordinated facility arrangements, audio-visual, catering, event management and staffing for all events.
- Served as advisor to the Student Program Board and resource person to approximately 35 student clubs and organizations, volunteer committees in regard to fundraising, travel, purchasing, programming, publicity and promotions.
- Executed, planned and implemented approximately 100 events a year with an approximate total combined budget of \$175,000 a year.

**EDUCATION****The George Washington University, District of Columbia, 2005****Certificate:** Event Management**College of Notre Dame, Baltimore, Maryland, 2001****Master of Arts:** Management**Concentration:** Corporate Management**Frostburg State University, Frostburg, Maryland, Bachelor of Science, 1994****Double Major:** Political Science and Justice Studies

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**Personal and Professional References**

**Jay H. Boyar**

Former Dean of College Life Services  
Prince George's Community College  
301-589-9499

**Barbara Funk**

Former Division Chief of the Arts and Cultural Heritage Division  
The Maryland-National Capital Park and Planning Commission  
301-467-0567

**Dr. Catherine Gira**

Former President of Frostburg State University  
410-772-5895

**Bill Mandicott**

Assistant Vice President  
Frostburg State University  
301-687-4411

**Pamela Thomas**

Coordinator, Health and Education Center  
Prince George's Community College  
301-322-0845

**Andrea Trisciuzzi**

Associate Dean for Development & Alumni Relations, Peabody Institute of the Johns Hopkins University  
(Former Vice-President of Institutional Advancement, College of Notre Dame)  
410-234-4675