

AMBER JACKSON

Senior Manager / Executive Producer / Events & Marketing

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SUMMARY

Experienced & senior manager cumulating over 17 years of experience mainly in the fields of event production, marketing, management & public relations. Expertise in coaching & mentoring, managing resources (human, financial & material), delivering a brand through a variety of mediums, building strong partnerships & engagement with stakeholders, planning & coordinating the projects as well as client service.

PROFESSIONAL & TECHNICAL SKILLS

- Work ethic.
- Empathy & strong emotional intelligence.
- Strategic vision of a brand at every step (from the pre-event communications, onsite & post-event).
- Positive leadership & decision-making.
- Creativity & results oriented.
- Softwares: Ms Office Suite Word (60 wpm, Excel, PowerPoint, & Access), Survey Monkey (Overseeing event registration, updating database, drafting contracts, purchase orders), SKETCHUP 3D Modelling, ASANA Project Management, Electric Pulp website designers, CVENT, CANVA & Envato.

LANGUAGES

- English: 5/5
- French: 4.5/5
- Spanish: 3/5
- Mandarin & Hebrew: 1/5

CARREER HIGHLIGHTS

- Created an onboarding & training video as well as learning modules during the pandemic for new employees that is used company wide. The modules are updated often and help lead team members to incorporate the company culture and objectives in everything they do. Everything from templates, culture and frame of mind topics are covered. Currently 80% of the team members from the initial training event in 2020 are still employed at Apex of which, 100% of them have received career development opportunities or promotions.
- Acura's measurement performance continues to be in a leadership position at car week in 2019, 2021, and 2022 Acura Monterey Car Week Media PR Events of which I was the lead for all three and account Executive Producer in 2022. Acura had favorable KPIs three years running with benchmark share of voice tonality for product and corporate percentages ranking first for the past three years at 14.4% in 2022.
- Identified and leveraged efficiencies at large scale events with multiple clients onsite by repurposing assets and staff where possible and increasing company margins by 5%.

WORK HISTORY

Apex Performance

August 2015 – Today

Executive Producer, Irvine, California

- Personally produced, planned and/or assisted in coordination over 75+ media PR events and thereby gaining media launch expertise and exceptional relationships with the media and clients alike.
- Directing and leading a team of 5-10 employees (1 creative director, 1 account lead, 3-4 producers per event, 3-5 coordinators under the producers).
- Conducting venue research, developing presentations, negotiating contracts, overseeing participant registration, guest communications and hotel room blocks and logistics.
- Providing administrative and organizational support, creating, and managing budgets and production schedules/timelines efficiently to ensure program profitability.
- Managing and directing the lead producers on multiple events across the account. Ensuring that the client vision is being met and the programs are operating at a profit.
- Planning and organizing pre-production activities to encourage employee engagement such as Netflix watch parties, themed meetings, and learning activities. Ensuring a work-life balance is met for all team members and assessing employee areas of interest and professional growth.

- Managing and growing vendor relationships. Incorporating leisure activities for vendors and as a result successfully procuring better quotes on services, discounts, better service overall and an excellent on-site experience for all parties.
- Managing strategic projects and long-term planning for client accounts. Researching the brands direction and proposing and implementing recommendations to clients.
- Assisting in content and development of event communications, presentations, signage, environment, and other branding
- Conducting weekly meetings with upper management to ensure databases are upheld and incoming and outgoing financial goals are maintained and met.

The Planner, Planificateur Magazine

November 2011 – July 2014

Director of Events & Marketing, Montreal, Canada

- Displaying industry leadership by managing over ten corporate and special events projects per year with 100+ guests.
- Coaching & mentoring the interns as well as collaborating daily with the team.
- Showcasing financial planning skills by saving at least one third of event budgets during corporate holiday events.
- Gaining experience as a sponsorship package creator by securing numerous sponsors for events including: venues, decor, food, and photographers.
- Appearing on City TV's Breakfast Television to share tips and tricks on event planning at home; the experience was so well received that I was asked to appear every season to discuss the newest event planning trends.
- Further developing strong English writing skills by creating monthly original content for the magazine while also gaining valuable experience of the editorial process.

Ami Quebec

June 2006 – June 2013

Fundraiser & Event Coordinator, Montreal, Canada

- Participating in numerous fundraising events while recruiting and overseeing volunteers.
- Accomplishment: Sitting on two separate organizing and fundraising committees alongside distinguished members of Montreal's philanthropic community.

EDUCATION

Independent Study, Master's Degree, Applied Human Science

2025

Concordia University, Montreal, Canada

Bachelor of Arts, Undergraduate Degree, Leisure Studies

2023

Concordia University, Montreal, Canada

Event Planning, A.E.C, Attestation of College Studies

2012

Lasalle College, Montreal, Canada

Social Science, Psychology, D.E.C, Diploma of College Studies

2011

Dawson College, Montreal, Canada

VOLUNTEER

LI-BER-T House

February 2023 – Today

A halfway home for women reintegrating into society, Montreal, Canada

- Helping facilitate the mindful art sessions.

AWARDS

Golden Key International Honour Society

2024 – Today

Recognized for being in the top 15% of my program at Concordia University, Montreal, Canada

- Membership in the society enables networking and growth opportunities for high achievers globally