

JULIE ROTHSCILD, CMP

PROFILE From concept to execution I work to balance logic and creative thinking in order to create memorable experiences; events, programs, and community initiatives. I am a strategic problem solver and detailed program manager with over ten years of corporate events and communications experience. I hold deep appreciation for the power of a unified group.

CERTIFICATIONS **CMP (CERTIFIED MEETING PROFESSIONAL) CERTIFICATION, CONVENTION INDUSTRY COUNCIL**

MEMBERSHIPS **INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS (IABC)**
MEETING PROFESSIONALS INTERNATIONAL (MPI)

WORK HISTORY **FORESTERS FINANCIAL, TORONTO**

MANAGER, MEMBER DEVELOPMENT & COMMUNITY ENGAGEMENT / CURRENT
MANAGER, MEMBERSHIP COMMUNICATIONS & EVENTS / JANUARY 2018 – JUNE 2019
TEAM LEAD, MEETINGS & CONFERENCES / MAY 2013 – DECEMBER 2017

Plan and execute all face-to-face member and employee engagement events for the organization; community investment events, membership training conferences, corporate social responsibility projects, annual general meeting, governance meetings and elections, consultation forums

- Ownership of all elements of multiple international events per year from conception to execution, including: project management, budget management, event design, content development and programming, marketing and communications, awareness campaigns, supplier management and negotiations
 - Maintain consistent event satisfaction ratings of over 90%

Oversee training and development program for membership group to align with governance succession planning efforts

Develop and implement communication strategies, programs and tools that inform, engage, recognize and motivate senior-level members

- Oversight of membership communications strategy and implementation: web portal, executive/Board of Directors speeches, reports, newsletters, and key messages
- Lead and effectively manage stakeholders from internal specialty groups and external partners to deliver against plan
- Manage outreach program to support change management
- Design ambassador program as a tool to increase engagement and social awareness

ROGERS COMMUNICATIONS INC., TORONTO

SPECIALIST, SALES EVENTS & INCENTIVES / DECEMBER 2011 – MAY 2013

Designed, developed, marketed, communicated, and executed various types of events including: incentive trips, high-touch special events, conferences, awards galas, sponsored experiences, leadership meetings, and webcasts. Also responsible for the execution of incentive promotions, including: tracking, communication, reporting, allocation of prizes, and purchasing.

- Lead concept, development and execution of communication deliverables to an audience of over 11,000
- Onsite event host for programs with participants from across all levels of the organization, including senior executives
- Purchase, track, allocate, and fulfill thousands of incentive/promotional prizes

“Julie’s strengths are many, including her intelligence, strong work ethic, initiative, willingness to take on projects/challenges and her ability to work well with her colleagues.” - Manager

EPSON CANADA LTD., TORONTO

MARKETING COMMUNICATIONS SPECIALIST / AUGUST 2010 - SEPTEMBER 2011 (CONTRACT)

Managed consumer marketing, advertising, PR, and trade show activity for Epson Canada

- Planned, executed and analyzed exhibition activities at over 20 tradeshow per year
- Produced advertising campaigns, consisting of radio, print and online elements
- Developed PR program covering multiple product segments
- Managed product loan program to help build long-term relationships with key media and industry contacts
- Controlled Epson Canada's social media program, developing strategy as well as content
- Developed and controlled budgets for each project; a combined total of over \$4 million

HALCYON BUSINESS ALLIANCE INC., TORONTO

EVENT MANAGER - MARKETING & PROGRAMMING / JUNE 2009 - JULY 2010

GLOBAL EVENTS MANAGEMENT, TORONTO

PRODUCT DEVELOPMENT MANAGER - EXECUTIVE EVENTS / JANUARY 2007 - JUNE 2009

WORLD TRADE GROUP, TORONTO

CONFERENCE COORDINATOR / FEBRUARY 2005 - JANUARY 2007

“Julie is detail oriented, able to put together massive events with a large cross-section of stakeholders from board members, to the general public. She has a keen eye to strategy and makes it all look effortless while nothing gets missed.” - Colleague

“Julie has excellent verbal and written communication skills, a very warm personality, and excellent business acumen.” - Conference Speaker

- TECHNICAL SKILLS** Computer proficient; Word processing, Database, Graphic Design and Website Design
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| • Lotus Notes/Outlook | • CRM database |
| • Email/survey delivery software | • Adobe Creative Suite |
| • Event registration software | • Microsoft Office Suite |

EDUCATION **GEORGE BROWN COLLEGE / TORONTO, ON / SEPTEMBER 2003 - MAY 2004**
 EXPOSITION, CONVENTION & TRADE SHOW MANAGEMENT CERTIFICATE (POST-GRADUATE)

UNIVERSITY OF WESTERN ONTARIO / LONDON, ON / SEPTEMBER 2000 - JUNE 2003
 MEDIA, INFORMATION & TECHNOCULTURE - COMMUNICATIONS (BA)

“Julie has pulled off some stellar conferences and meetings and raised the bar for learning and development for our member leaders.” - Colleague

“Julie is an inspiration to me and across the team; it has been such a wonderful experience to work alongside her. She has the ability to bring a smile to every situation!” - Colleague

“I am in awe of the magic Julie and her team performs for us. Thanks for all you do to make our team look so good!” - Colleague