
DEANNA R. SCOTT

215-588-4466 | deanna@deannarscott.com

www.DeannaRScott.com

October 2019 –
Present

Experience Manager (Project Manager)

ASAP! Creative Management

Select Project List:

The Roots Picnic (Fairmount Park, Philadelphia)

313 Day (Little Caesars Arena, Detroit)

M. Night Shyamalan Foundation: Shyamaween (Philadelphia)

Snapchat x Day Trip Festival (The Queen Mary, Long Beach)

AMAC Airport Business Diversity Conference (Vertiport, Chicago)

- Create and customize visually compelling content using Canva for both internal use and client-facing documents.
- Collaborate with colleagues and partners to define project scopes and objectives.
- Build and manage knowledge management systems customized for client's specific needs.
- Effectively manage budgets of up to \$100,000, ensuring optimal allocation of funds and reducing extraneous expenses.
- Track project performance, analyze KPIs, and communicate anticipated successes and setbacks.
- Develop strategic plans for data management, staff onboarding, and other needs as required to contribute to overall company success.

November 2019 –
April 2023

Business Manager

Provisor Law

- Developed and implemented SOPs, leading to a 15% reduction in costs and improved team productivity.
- Boosted sales by 37% annually with the introduction of project management software.
- Drafted key corporate-related documents and identified additional service offerings for clients, increasing company value.
- Provided critical data analytics on sales and accounting to support C-suite understanding of daily activities.

August 2018 –
March 2020

Special Events Coordinator

The Kreate Group

Select Project List:

Leading Women Defined (Ritz Carlton, Laguna Niguel)

Black Girls Rock! (NJ Performing Arts Center, Newark)

Soul Train Awards (Orleans Arena, Las Vegas)

BET Awards (Peacock Theatre, Los Angeles)

- Acted as a pivotal liaison between clients and internal teams, maintaining a 98% satisfaction rate in client surveys regarding communication and information flow.
- Supervised and managed a team of up to 10 contractors across various disciplines, effectively coordinating deliverables and deadlines.
- Oversaw day-of event needs, including setup & breakdown, staff & vendor management, and ad hoc problem-solving.
- Managed staff travel schedules & lodging arrangements.

- Procured items for rent or purchase while adhering to event budgets.
- November 2018 –
November 2019
- Leasing Agent**
Greystar Management (The Girard / The Ludlow)
- Excelled as a top-performing leasing agent on the Lease Up team for the East Market project, notably at The Girard. Consistently secured new residential leases, leading the team in sales performance, and achieving a ranking of #1 agent.
 - Organized & executed a variety of events targeted at both resident engagement and lead generation for potential prospects.
 - Audited & reformatted the property's daily/weekly reports to provide a more comprehensive overview of property performance and projected occupancy status.
- November 2017 –
September 2018
- Operations Manager**
KMT Event Group
- Implemented efficient tracking and reporting systems for event planning and back-end operations, resulting in streamlined processes and increased productivity.
 - Developed comprehensive marketing materials & communications to drive client engagement, including client contracts, marketing emails, social media posts, new hire documents, FAQs, and more.
 - Managed a team of interns and day-of coordinators to ensure all events were adequately staffed, achieving seamless execution and positive client feedback.
 - Consulted with clients to determine their planning needs & created customized action plans.
 - Assisted with planning and organizing all practical aspects of events, including contract review & negotiation, room setup, creation of budgets, and sourcing vendors.
- October 2015 –
May 2018
- Leasing Manager**
Westminster Management (The Schmidt's Commons)
- Developed & implemented procedures to improve deal tracking & reporting, new agent training, and other internal systems.
 - Managed a full-site audit, including photographs and floorplan development of 500 apartments across 8 buildings.
 - Remained the top-selling agent over the course of nearly 3 years while also overseeing all leasing staff training and scheduling.
 - Collaborated with on-site businesses to promote their goods & services to new move-ins.
- September 2009 –
December 2015
- Tour Manager / Brand Ambassador / Product Specialist**
Independent Contractor
- Represented and promoted a diverse range of nearly 100 national brands through collaboration with various organizations, including Capital Wine & Spirits, TEAM Enterprises, Showtime Sports, ABC Family, Samsung, and more.
 - Demonstrated effective problem-solving skills by proactively anticipating and resolving issues as a supervisor for events.
 - Played an integral role in social media management by creating content and developing strategies.