

# CELESTE C. LUPERCIO

6207 NW Pine Ridge Circle, Parkville, MO 64152  
celeste.lupercio@gmail.com

816-305-0429  
linkedin.com/in/celestelupercio

## MY BRAND

**Marketing** – Engaging communicator, developing successful teams internally, strong partnerships externally. Focused on maintaining and encouraging company's brand and reputation, and delivering professional excellence. Well-written, good verbal skills, and a highly editorial eye. Practiced in media outreach, communications, and advertising, with experience in radio and television interviews (live and recorded). Capable of public speaking at a wide range of events. Strengthening of media lists, partnerships, business contacts (business to business and business to consumer), and sales leads.

**Leadership** – Results-oriented, and advancing company by leading team(s) in enlightened growth by using emotional intelligence and strategic thinking. Responsible for developing and implementing change management, strategic planning, and partnerships for mergers (at departmental and company levels). Passionate about professional development for self and colleagues. Encouragement of thought processes and open dialogue with team. Hired, trained, and managed departments of up to 12 people. Volunteer coordinator managing scheduling, training and retention of quality people. Well-versed in Human Resources, HIPAA compliance, policy and procedure development, compliance, and training.

**Sales** – By seeking out new opportunities, sales success includes setting company records multiple years for venue booking, meeting annual goals within seven months, and marking highest annual attraction admission in company history two years in a row (2017, 2018). Development of promotional Street Team which increased 33% in first year, broadening company exposure and customer conversion with minimal cost.

**Kansas City Ambassador** - Member of the Visitor Influencer Program for Visit KC. Recipient of 2017 award for Individual Achievement from the Greater Kansas City Attractions Association for personal efforts in the promotion of Kansas City. Recipient of Finance Monthly M&A Award 2018 for Meeting and Event Planning Services related to these efforts and service in nonprofit fundraising events. Volunteer for many community events throughout the Greater Kansas City area.

## CORE PROFICIENCIES

**Event Planning** – Executing all logistics for events. As company employee, managing all events for venue with capacity of 1,500. As self-employed contractor, managing annual fundraising events for up to 800 patrons. Volunteer on organizing committee for FiestaKC festival at Crown Center grounds, an event with 7-10,000 attendees per day over three days. For the Hall of Fame, collaboration with production companies to implement this national event, which is broadcast locally and nationally on radio and television. Includes press conference, luncheon for inductees, Red Carpet Experience, VIP Reception, Induction Ceremony, and a two-day, four-team collegiate basketball tournament. For Kansas Speedway, liaison to media, race car owners, and other VIPs during NASCAR races. For Young Latino Professionals, managed tent (product procurement, staffing, set up, payment processing and marketing) to support community event at large festival to fundraise for organization.

**Promotions** – Social media manager and content creator. Development and distribution of promotional calendars, in-game promotions, and special promotions. Responsible for pitching to media, media releases, email marketing, maintaining multiple websites, and social media. Increasing merchandise retail sales through upgrading design of merchandise. Representative at conferences and trade shows, as well as organizing trade shows at my company's venue.

## EDUCATION

Bachelor of Arts, University of Missouri – Kansas City

# CELESTE C. LUPERCIO

## PERTINENT EXPERIENCE AND SKILLS

**Contracts, Vendors and Budgets** – Development and maintenance of budgets. For nonprofits, sourcing, implementing, managing, and ongoing evaluation of contracts and grants. Collaboration with and management of partnerships and contracts with destination management companies, hotels, venues, food and other event vendors, sales reps, bands/DJs, graphic designers, printers, large-scale installers, grantees and more. Management of invoices and payments, confidential donor information, and donation management. Consistent and timely documentation of all financial transactions.

**Digital Experience** – Microsoft Office, Constant Contact, WordPress, Facebook for business, Twitter, Instagram, SnapChat, Hootsuite, Greater Giving, Total Info, and medical electronic data management software.

**Food and Beverage Industry** – When necessary, as event planner, bartending and bar-backing, to ensure service is timely and uninterrupted during events. Organizing delivery and storage. Managing compliance with state laws. Volunteering at several food festivals, microbrew festivals, and cocktail festivals. Soliciting liquor and beer distributors, caterers and restaurants for donations for fundraisers. Years of experience in the industry as a server and shift lead.

## EMPLOYMENT HISTORY

*Director of Sales, Marketing and Events*, The College Basketball Experience, Kansas City, MO (December 2013 – present)

*Sales, Marketing and Events Manager*, S.D. Strong Distilling, Parkville, MO (December 2018 - present)

*Event Planner (self-employed contractor)*, Guadalupe Centers, Inc., Kansas City, MO (August 2014 – September 2015)

*Operations Manager (self-employed contractor)*, Design Industries Foundation Fighting A.I.D.S., Kansas City, MO (September 2012 – June 2014)

*Marketing and Public Relations Event Staff (seasonally for NASCAR)*, Kansas Speedway, Kansas City, KS (September 2011 – September 2013)

*Development Associate*, Unicorn Theatre, Kansas City, MO (August 2012 – April 2013)

## ACTIVE COMMITMENTS

*Board Member (Alumni Board)*, Camp Fire - Heartland (April 2019 - present)

*Board Member*, Greater Kansas City Attractions Association (January 2018 - present)

*Member*, SKAL International (January 2017 – present); *Board Member*, (January 2018 - present)

*Member*, Visitor Influencer Program, Visit KC (May 2017 - present)

*Volunteer*, Big 12 Local Organizing Committee (September 2015 – present)

*Volunteer*, American Royal World Series of Barbeque (September 2010 - Present)

## REFERENCES

Daniel Silva, Executive Director, Kansas City Kansas Chamber of Commerce, daniel@kckchamber.com, 312-545-2959

Laura Alvarez, Program Manager, H&R Block, lauraisabelalvarez@gmail.com, 816-984-9968

Alton Hagen, CMP, DMCP, General Manager, Agenda: USA, ahagen@agendausa.com, 913-915-0535