



# ANTOINETTE SOOH-JORDAN

## EVENT PLANNER

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### PROFILE

I am an innovative events expert with 15+ years of experience. Inspired by the world around me, I am driven to create event concepts that ignite emotion and meaningful connection.

### EDUCATION

Bachelors, Business  
Administration  
Marymount University

CMP University  
CMP Certification Exam Prep

### CONTACT INFORMATION

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LinkedIn /antoinettesoo  
Oakland, CA

### SKILLS & ABILITIES

- Deep knowledge of the event industry – specializing in planning, logistics, and executing live experiential events.
- Creative mindset with an obsession for details and impeccable, flawless execution.
- Solutions-oriented with an innate ability to anticipate needs, plan collaboratively, and consistently operate with a high-touch client-service orientation.

### WORK EXPERIENCE

#### Head of Global Events

Coursera - Mountain View, CA  
December 2019 - Present

- Lead global event strategy, planning, and execution.
- Develop a scalable, repeatable model for virtual, live, and hybrid production of events of all sizes and complexities.
- Build, manage, and inspire internal, external, and cross-functional teams responsible for delivering and executing events.

#### Executive Director, Development Operations

University of California - Berkeley, CA  
November 2017 - December 2019

- Built, led, and mentored the team responsible for events, communications, stewardship, hospitality, and direct response marketing.
- Executed high-touch, high-profile event experiences while overseeing a portfolio of 150 events.
- Designed and implemented a multi-channel communications strategy that effectively marketed philanthropic opportunities and built brand loyalty.

## PERSONAL PHILOSOPHY

With a passion for humanizing brands through purpose-driven engagement, I approach events with curiosity and adventure. I find joy in the art of event design and see events as an opportunity to foster collaboration and build long-lasting connections through inspired live experiences.

## EXPERTISE

- ✓ Event Management
- ✓ Customer Experience
- ✓ Budget Management
- ✓ Marketing & Communications
- ✓ Contract Negotiations
- ✓ Strategic Planning

## ACTIVITIES

- Equity, Inclusion, and Diversity Strategic Planning Committee
- New Hire Onboarding Committee
- Creative Design and Multimedia Thought Partner

*\*Select work experience is included in my resume with additional experience available upon request.*

## WORK EXPERIENCE\*

### Director of Special Events

Summit Learning - Redwood Shores, CA  
May 2016 - October 2017

- Developed a strategic event plan for 40+ quarterly regional meetings and conferences with 12,000+ attendees.
- Oversaw all event details, including venue selection, event design, catering, audiovisual, room blocks, and air and ground transportation.
- Directed post-event analysis to ensure procedural efficiency, positive attendee experiences, and cost-effectiveness.

### Development Manager

Audubon Naturalist Society - Chevy Chase, MD  
April 2014 - May 2016

- Designed and oversaw the planning and execution of all fundraising, outreach, cultivation, and stewardship events.
- Created a vibrant marketing and communications campaign focused on event participant and sponsor procurement.
- Authored and established a member onboarding campaign designed to increase retention rates.

## REFERENCES

### Amy Bergin

Senior Manager, Partnerships  
Coursera

**C:** 413-695-5359 **E:** amy.bergin@comcast.net

### Lindsey Scott-Anderson

Associate Athletic Director, Development  
Seattle University

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### Crystal Safra

Meeting Event Manager  
Maritz Global Events

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