

# CAMILLE COBBS

## CONTACT

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## EDUCATION

### BACHELOR OF ARTS: ENGLISH & CREATIVE WRITING

2015  
San Francisco State University

### LEVEL 3 AWARD IN WINE

2022  
Wine and Spirit Education  
Trust

## SUMMARY AND OBJECTIVE

Strategic and results-driven Event and Marketing Professional with 11 years of experience designing, producing, and marketing high-impact experiences across hospitality, nonprofit, and lifestyle sectors. Skilled in event operations, client relations, digital marketing, brand strategy, and business development. Recognized for driving revenue growth, cultivating partnerships, and delivering seamless, memorable events that strengthen brand identity and customer engagement. Passionate about creating spaces that connect people and tell stories through experience.

## EXPERIENCE

### FREELANCE EVENT PLANNER

*July 2018 - Present*

- Founded and grew a successful event planning business specializing in private, corporate, and VIP events with budgets exceeding \$1M.
- Lead event strategy, design, logistics, and vendor management to deliver exceptional client experiences that align with brand and budget objectives.
- Highlights:
  - Successfully conceptualized, planned, organized, designed, and staffed an engagement party of 60 attendees
  - Onsite coordinator for the Black Economic Alliance's business conference on Martha's Vineyard with special guests like Maryland Gov. Wes Moore and former Massachusetts Gov. Deval Patrick
  - Assisted with planning, organizing, marketing, and execution of the San Francisco Fall Arts and Antique Show, especially for the Opening Gala, a VIP event with ticket prices ranging from \$500 to \$10,000. Nancy Pelosi is a regular attendee.

### EVENTS, MARKETING, & WINE SPECIALIST

*Barkada Wine Bar | February 2022 - December 2023*

- Conceptualized, launched, and scaled a private events program that increased business revenue by 15 percent within the first year.
- Developed and hosted the Barkada Tasters Wine Club, a monthly educational and social event that improved midweek engagement by 10 percent.
- Led email marketing and social media strategy, producing targeted campaigns that consistently drove event ticket sales and audience growth.
- Delivered polished front-of-house guest experiences through service, hospitality, and product knowledge while managing part-time roles as Server, Bartender, and Wine Specialist.

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## SKILLS

**Event Management:** Strategic Planning, Logistics Coordination, Onsite Operations, Vendor Negotiation, Client Relations, Budget Oversight, Contract Management

**Marketing & Communications:** Digital Campaigns, Content Development, Email Marketing, SEO Writing, Social Media Strategy, Public Relations, Brand Positioning

**Technical Proficiencies:** Eventbrite, Social Tables, Salesforce CRM, Google Analytics, Mailchimp, Squarespace, Wix, Adobe Creative Suite, WordPress, Microsoft Office Suite, Canva, AI tools, DonorPerfect

**Leadership & Collaboration:** Team Management, Staff Training, Stakeholder Communication, Cross-Departmental Coordination, Client Service Excellence

## EXPERIENCE

### EVENTS AND MARKETING MANAGER

*Downtown Sacramento Partnership - Historic District |  
September 2016 - February 2020*

- Directed the planning, production, and marketing of large-scale public events that increased attendance and sponsorship year over year.
- Oversaw event operations, permitting, budgeting, and vendor coordination for community festivals, parades, and citywide cultural programs.
- Negotiated sponsorship contracts, managed partner relations, and generated new revenue opportunities through strategic business outreach.
- Produced and edited marketing materials including press releases, blogs, sponsorship decks, and ad campaigns to support event promotion and stakeholder communication.
- Supervised a cross-functional team of staff, vendors, and volunteers, ensuring smooth execution and compliance with safety and brand standards.