

BONNIE WALTON

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San Francisco, CA

EXPERIENCE

Event Consultant

May 2016 to Present

Walk San Francisco, Ronald McDonald House of San Francisco and Girl Friday Events

- Specialties include registration, logistics, customer service and staff coordination
- Led logistics and communications with participants, sponsors, volunteers and vendors for Peak2Peak, a 13 mile urban trek throughout the peaks of San Francisco

Event Planner

August 2012 to May 2016

San Francisco Bicycle Coalition

San Francisco, CA

- Orchestrated over \$400,000 in annual fundraising events including the Golden Wheel Awards gala for 300+, Tour de Fat festival for 8,000+ and the Winterfest Member Party and Art Show for 1,100+
- Produced San Francisco's massive Bike to Work Day celebrations with 38 day-of events that generated a 47% growth in membership recruitment and a 71% increase in net income from 2012
- Increased efficiency by developing the process to move event and auction administration from Excel to Salesforce and by establishing cross-team project management Basecamp templates
- Cultivated and supported over 250 volunteer-led rides and events including launching the thriving Gals with Gears group of 400+ women and Walk & Bike to Worship Week with 22 congregations

Event Consultant

May 2011 to August 2012

Rooftop Comedy, Gray Area Foundation for the Arts, Twillio, Samasource and ecoBali Recycling

- Produced a four-month series with 30 events for the National College Comedy Competition

Executive Assistant / Operations

August 2008 to May 2011

Retail West Inc

San Francisco, CA

- Assisted dynamic principals and partners with numerous businesses and investments by preparing well-researched documents and coordinating busy calendars, travel and client communications
- Required minimal supervision by working smoothly within a three-person administrative team to self-manage projects, office operations and to improve day-to-day efficiency and expenses
- Planned meetings and events including out-of-town tradeshow and holiday parties

Senior Event Specialist

April 2005 to November 2007

Tyco International

San Diego, CA

- Delivered over \$4 million of events including three-day conferences, 2,000 sq ft expo booths, 850+ person networking parties, incentive trips, roadshows, executive retreats and golf tournaments
- Executed planning meetings and task-management for executives, sales teams and engineers
- Managed show schedules for four executives and organized event travel for an additional 300 staff
- Reduced annual hosting costs from \$10,000 to \$1,000 by launching improved event registration site

Sales Assistant

November 2003 to April 2005

Pacific Event Productions

San Diego, CA

- Promoted to supporting the top producing VP of Sales with over \$3.5 million in high-profile events
- Responsible for coordinating meetings, generating contracts, controlling budgets and managing all event communications with seven in-house departments, crew, clients, venues and vendors
- Operated 200+ and contracted 150+ corporate, social and fundraising events at 60+ venues

EDUCATION

B.S. Business Marketing Promotions, *Magna Cum Laude*

August 1997 – May 2001

Northern Arizona University

Flagstaff, AZ

SKILLS

Adobe Creative Cloud, Salesforce, WordPress, Google Apps, Asana, Podio, Basecamp, Microsoft Office, Eventbrite, MailChimp, Constant Contact