

KATYA F. MISSAGHI-SABZEVARI, PMP.c, CMP

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PROJECT MANAGEMENT ✦ EVENT MANAGEMENT ✦ GRAPHICS MANAGEMENT
Content Development | Process Improvements | Team Leadership

Dynamic, creative, Project Manager highly regarded for enhancing processes and implementing strategies that drive efficiency and growth. Coordinates and executes high-profile events, including conferences, exhibits and tradeshows for industry leaders. Demonstrated track record of leading projects from planning through to execution and implementation, while ensuring alignment with organizational mission and objectives. Leverages strong communication skills to cultivate productive relationships with colleagues, clients, vendors, and key stakeholders. Highly organized with a keen eye for detail and proven ability to manage multiple projects simultaneously. Utilizes data analysis to identify issues and introduce improvements that impact customer satisfaction and business outcomes. Thrives in fast-paced and diverse environments that champion collaboration and innovation. Demonstrated ability to create unique, engaging content, as well as define and map project scope, specifications, timelines, resources and budget requirements.

SELECTED HIGHLIGHTS

- Build and maintain essential strategic partnerships between installers and vendors to reduce costs by 25%, assessing various vendor products and maintaining productive, professional vendor relations.
- Spearheaded the launch and maintained over 200 high-profile events/trade shows; including AbbVie, Abbott, LG, Adobe Systems Inc., Omnicell, Ainsworth, SAGE, Zimmer Biomet, BioFire, Grainger, Kubota, Dunkin', NRA, True Value and more.
- Developed and executed all online marketing strategies for clients including social media, web design, SEO, and advertising, boosting site traffic by up to 35% and social media followers by up to 40%.
- Organized, managed, defined and initiated complex projects with budgets up to \$3,500,000 a project, streamline schedules, and ensure the performance of each component, guaranteeing ultimate success by working through any complications.

CORE COMPETENCIES

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|-----------------------------------|------------------------------|----------------------------------|
| ▪ Budget Management | ▪ Process Analysis | ▪ Quality Assurance |
| ▪ Project Scope/Deadline | ▪ Creative Development | ▪ Content Management |
| ▪ Relationship Building | ▪ Brand Alignment | ▪ Digital Advertising/Web Design |
| ▪ Process Improvement | ▪ Team Building/Management | ▪ Client Services Management |
| ▪ Business Requirements Gathering | ▪ Lean Six Sigma | ▪ Strategic Planning |
| ▪ Event Management | ▪ Vendor & Agency Management | ▪ Training |

PROFESSIONAL EXPERIENCE

Czarnowski ✦ Denver, CO ✦ 2017 – Present **Project Manager/Graphics Production Manager**

Coordinate and manage layout, production, delivery, and install of all graphics produced, including digital signage. Scheduled and oversaw all graphics projects with in multiple production locations being the primary contact with internal and external clients. Responsible for reporting the success, accuracy and ROI of each project upon completion. Excelled as an project/account manager and liaison between clients and internal departments.

- Responsible for cost efficiency, regarding all materials internally and externally. Reduced costs by 34%.
- Responsible for QC to reduce errors/waste with internal production and fabrication by 32%.
- Strategic part in conception of ideas to the successful execution, and proactively identified and presented additional production solutions to our clients/production team to remain one of the most relevant companies in the industry.
- Collaborated with the designers on design and successful implementation of the difficult production items.
- Traffic management; maintaining relationships with vendors and agencies and monitor all current projects.
- Creating RFPs as well as communicating budgets and change orders both internally and externally.

Super Color Digital ✦ Las Vegas, NV ✦ 2015 – 2017 **Project Manager Lead**

Employed project management best practices to flawlessly manage layout, production, delivery, and install of all large, grand format and gaming projects. Excelled as an account manager and liaison between clients and internal departments. Monitored all timelines and potential flagged issues to be addressed with project managers. Managed a team of ten Graphics Project Managers.

Super Color Digital Experience, Continued

- Developed and maintained essential strategic partnerships between installers and vendors to reduce costs by 25%, assessing various vendor products and maintaining productive, professional vendor relations.
- Led brainstorming sessions to successfully execute client ideas, and proactively identified and presented additional production solutions to our clients/production team to promote success in the brand and grow the business by 15%.
- Collaborated with the general manager to successfully launch proprietary products.
- Directed quality assurance efforts to reduce errors both mechanical and internal by 40%.
- Chosen as the primary contact for sales, digital/pre-press, and production managers.

Steelhead Productions ✦ Las Vegas, NV ✦ 2015**Graphics Production Manager**

Provided leadership, training and mentoring to develop a highly efficient and knowledgeable graphics department and staff. Managed work flow of projects and ensured all projects met time lines. Ensured final layout per customer design specifications and final product pre-stage. Redline details/setup drawings for all projects as well as making adjustments to files when needed. Maintained an open dialog between team members and clients to ensure accuracy and timeliness of all information. Created marketing collateral for internal contests, Exhibitor Show, HCEA and mailers.

- Maintained a record 68% profit margin and consistently outstanding production of all graphics projects.
- Orchestrated all high-profile events for industry-leading clients, including Adobe Systems Inc., Omnicell, Ainsworth and more.
- Improved efforts to manage 100% pre-stage while overseeing the showroom staff during graphic installation, ensuring the stellar quality of final product.
- Revamped efforts to manage materials procurement, quality assurance of deliverables, planning, and implementation of new products and product changes, boosting average supplier scorecard performance by 30%.
- Coordinated with sales and account management teams regarding all time frames and estimates of pricing involving graphics, graphic production, and construction of booths.
- Anticipated clients' needs; made suggestions to improve situations related to materials and work flow processes.
- Organized, defined and initiated projects to manage costs of up to \$1,500,000, streamline schedules, and ensure the performance of each component, guaranteeing ultimate success by working through any complications.

Global Experience Specialists (GES) ✦ Las Vegas, NV ✦ 2011 – 2015**National Creative Services Project Manager**

Managed process and followed through proposals, designs, contracts, layouts, production graphics, service requirements, transportation and invoicing, show site unions/labor operations keeping all departments touching the project advised of updates/status. Inventoried all items before and after shows for damages and quality assurance.

- Managed and maintained high-level portfolio events including clients such as AADE, Gartner, AAOMS, NRA, NSC and True Value.
- Delivered performance excellence regarding vendor payment management, receiving vendor quotes, and processing purchase orders and invoices, cutting missed shipments down by 40%.
- Handled and maintained cost-to-revenue ratios of 25% on average to achieve lofty financial goals.
- Sought as integral part of the GES traveling team consisting of our internal sales, design, and account management, demonstrating superb working knowledge of various building materials, techniques, and custom designs/structures.
- Created and implemented procedures to reduce net square footage cost by 15% for exhibit graphics and 10%.

New Media Plus ✦ Las Vegas, NV ✦ 2009 – 2011**Production Manager**

Managed and trained a team of eight project coordinators and web designers. Refined and translated the ideas of stakeholders within companies into a marketing plan. Managed incoming and outgoing communication between clients and New Media Plus for all projects and potential projects. Tracked, reported and presented to key stakeholders the usage and benefits of social media. Designed multiple websites. Created and produced logos, banner, and flash based ads, as well as other marketing collateral.

- Implemented performance, quality and efficiency measures to achieve aggressive production goals and elevate average employee performance by 10%.
- Developed and executed all online marketing strategies for clients including social media, web design, SEO, and advertising, boosting site traffic by up to 35% and social media followers by up to 40%.
- Researched new and created new innovative ways to reach clients through the social media community while assessing a strategy to determine the rate of return and secure 10% revenue growth.
- Created and managed 47+ social media sites, managing and improving methodologies for branding profiles, customizations, and generating an 23% increase in new client base.

What’s On Magazine ✦ Las Vegas, NV ✦ 2008 – 2009
Graphic Designer/Marketing Assistant

Planned, organized and implemented all aspects of layouts, graphics, and advertisements. Designed creative media to promote What’s On Magazine and its current advertisers. Completed projects in a timely manner.

- Designed custom-tailored layouts for What’s On the Las Vegas Guide and What’s On the Atlantic City Guide, digitally cropping and editing photos as needed for page layouts.
- Assisted the marketing director by maintaining and supervising the marketing department with daily tasks, and delivered recommendations, which increased brand engagement by 6%.
- Organized and developed specialized filing system to streamline the billing process for What’s On Magazine and reducing billing cycle by 60% on average (from multiple days to within 24-48 hours).

Additional Experience

Spa Host Lead/Pool Manager, JW Marriott Las Vegas Resort & Spa: 2006 – 2008
 Banana Republic - Women’s Non-Apparel Specialist, Gap Inc.: 2003 – 2007

EDUCATION

Art Institute of Las Vegas, Las Vegas, NV: 2010

Bachelor of Science – Graphic Design (Marketing and Advertising)

College of Southern Nevada, Las Vegas, NV: 2008

Associate of Arts – Communications and Marketing

Certifications or Additional Education:

Project Management Professional (PMP) (Candidate): 2020
 Certified Meeting Professional (CMP): 2014

ADDITIONAL CREDENTIALS

TECHNICAL SKILLS	Microsoft Office Suite; Word, Excel, PowerPoint, Project, Visio, Outlook, Teams Adobe Creative Cloud; InDesign, Illustrator, Photoshop, Premiere Pro, After Effects Corel Graphics Suite, QuarkXPress, Oracle, Cyrious, EFI Fiery XF, AutoCAD, Salesforce, Basecamp, HTML, HTML5, CSS, PHP, Proof HQ, Workfront
HONORS & AWARDS	<ul style="list-style-type: none"> ▪ Spot On Award - Czarnowski ▪ Employee of the Month – Steelhead Productions ▪ Top Performer of the Year – GES ▪ Special Achievement Award – GES ▪ (6) Spot On Awards – GES ▪ Values First Award – GES
PROFESSIONAL DEVELOPMENT	<ul style="list-style-type: none"> ▪ OSHA Training ▪ Agile Boot Camp ▪ Scum Master Workshop
ORGANIZATIONS	<ul style="list-style-type: none"> ▪ Project Management Institute ▪ American Institute of Graphic Arts ▪ American Management Association ▪ International Project Management Association
VOLUNTEERING EXPERIENCE	Habitat for Humanity, United States Forest Service, Big Brother, Big Sister, SPCA, YMCA, National Youth Sports, Girl Scouts of USA, Southern Nevada Community Emergency Response Team
INTERESTS	Traveling, experiencing new cultures, snowboarding, extreme sports, amusement parks, photography, family time

DETAILED REFERENCES AVAILABLE UPON REQUEST