

ANTROINETTE SMITH

Dallas & Los Angeles Based—Willing to relocate | 469-315-4845 | antroinettesmith@gmail.com | [LinkedIn](#) | [2025 BizBash 40 Under 40](#) | Portfolio Upon Request

SUMMARY

Strategic event leader with 15+ years architecting high-impact B2B conferences, roadshows, and experiential programs that drive pipeline, elevate NPS, and deliver measurable revenue outcomes. As a freelance Event Strategist, I provide contract and consulting services across event strategy, experiential design, corporate meetings, and AI-driven consulting for event technology teams. My work spans end-to-end event design and management, including B2B events, conferences, galas, hybrid and virtual programs, PR events, and private experiences. Alongside experiential marketing initiatives such as brand activations, product launches, pop-ups, street teams, and trade show marketing. Recognized as a 2025 BizBash 40 Under 40 honoree for pioneering Alcon's Innovation Suites and The Suite Spot tour, I'm known for blending creative storytelling with operational precision to deliver seamless, ROI-focused experiences across global markets.

CORE COMPETENCIES

- | | | |
|---------------------------------------|--------------------------------------|----------------------------------|
| • Event Strategy Development | • Cost Management | • Online Event Platform |
| • Brand Activation and Engagement | • Creative Event Conceptualization | • Sponsorship Promotion |
| • Cross-Functional Team Leadership | • Project Management and Execution | • Program Development |
| • Stakeholder Relationship Management | • Contract Negotiation | • Event Logistics and Operations |
| • Budget Optimization | • Trade Show and Conference Planning | • Partner Engagement |

CAREER HIGHLIGHTS

- **Dynamic Industry Leader:** 2025 BizBash 40 Under 40 Honoree. BizBash publication is a leading resource for meeting and event professionals looking to stay up to date on the latest industry news, get inspired, learn something new, and expand their network. April of 2025 BizBash's highlighted impressive industry leaders who have made an early mark on the meeting and event industry—before even celebrating their 40th birthday.
- **High-Impact Event Leadership:** Directed over 30 large-scale event activations annually, driving brand visibility, enhancing customer engagement, and generating over \$4.5 million in sales from innovative experiences like "The Suite Spot" tour.
- **Cross-Industry Expertise:** Successfully managed events for top-tier companies such as KPMG, Verizon Wireless, and MD Anderson Cancer Foundation, aligning event strategies with business goals and ensuring flawless execution across diverse industries.
- **Strategic Program Growth:** Developed outreach initiatives that increased Symphony program attendance by 10%, while fostering strong relationships with sponsors and optimizing event budgets for maximum ROI.

WORK EXPERIENCE

Freelance Event Strategist | The Artfullyours Agency, LLC | Dallas, Texas & Los Angeles, California | May 2025 – Present

AI-Driven Event Strategy Consulting (Mercor Intelligence and Mirco1 Contracts) | Remote | May 2025- Present:

- Serve as an independent contractor providing subject matter expertise to Mercor Intelligence, a leading AI lab.
- Consult on the development and refinement of AI models for Meeting, Event, and Convention Planners. Translate 15+ years of real-world event planning experience into actionable insights for product teams and data scientists.
- Help shape next-generation tools for the events industry by aligning AI capabilities with practical planning workflows and stakeholder needs
- **Strategic Event Model Development:** Provide expert consultation to Mercor Intelligence, supporting the refinement of AI-driven models for Meeting, Event, and Convention Planners. Collaborate with data scientists and product teams to enhance platform accuracy and relevance for the events industry.
- **Industry Expertise Integration:** Leverage over a decade of event planning experience to inform model training, ensuring alignment with real-world planning workflows, stakeholder needs, and industry best practices.
- **Cross-Functional Collaboration:** Partner with AI lab teams to translate experiential insights into actionable improvements, contributing to the development of cutting-edge tools for event professionals.

Corporate Wellness & Experiential Events (FitPros Contract) | Los Angeles, California | July 2025-November 2025:

- **Corporate Wellness Event Management:** Lead event strategy and execution for FitPros health fairs, delivering impactful wellness experiences for corporate clients including Starz, Vast Space, Guardant Health, City of Fullerton, and Siegfried Irvine. Oversee logistics, vendor coordination, and onsite operations to ensure seamless delivery and high attendee engagement.
- **Client Relationship & Stakeholder Management:** Serve as primary liaison between FitPros and corporate stakeholders, aligning event goals with organizational wellness initiatives and customizing activations to meet unique company cultures.
- **Creative Event Design & Execution:** Develop tailored event concepts that promote health awareness and employee engagement, incorporating interactive elements, educational sessions, and branded experiences.
- Deliver seamless, high-impact events that promote health awareness and foster positive workplace culture.

Senior Global Event & Meeting Manager | Alcon Vision | Fort Worth, Texas | Aug 2017 – May 2025

- **Strategic Event Leadership:** Directed high-impact, strategic events that enhanced brand visibility, drove business growth, and deepened customer and partner engagement, aligning with Alcon's organizational goals.
- **Trusted Advisor to Leadership:** Led major experiential marketing activation projects as a project manager, executive event producer and trusted advisor to leadership, driving sales, branding exposure, and providing customer feedback for future pipeline innovations.
- **Stakeholder Relationship Management:** Built and maintained strong relationships with executive sponsors and key stakeholders to align event strategies with business objectives and measurable success metrics.

- **Event Strategy Development:** Developed and implemented event plans that aligned with Alcon's business goals and brand vision, ensuring each event contributed to overall corporate success.
- **Project Management Expertise:** Managed and oversaw 30-45 complex event/brand activations yearly, ensuring seamless execution and maximum impact across various platforms.
- **Creative Leadership & Experiential Innovation:** Directed culturally resonant event narratives and multi-touchpoint brand activations, blending strategic vision with sensory storytelling to deliver emotionally impactful experiences across global markets.
- **Team Mentorship & Cross-Functional Execution:** Led diverse creative and production teams from concept through execution, championing bold ideation and operational excellence while fostering innovation and collaboration in high-stakes environments.
- **Data-Driven Event Marketing Integration:** Leveraged Salesforce and Marketo platforms to personalize attendee engagement, streamline campaign workflows, and track lead generation across multi-channel activations.
- **Marketing Automation & CRM Strategy:** Implemented automated nurture campaigns and real-time audience segmentation using Marketo and Salesforce, improving conversion rates and boosting ROI on targeted experiential initiatives.
- **Innovative Brand Activation:** Designed and launched "The Suite Spot" – a 53-foot trailer showcasing fully operational medical devices in an immersive clinic-to-OR experience, resulting in over \$3.5 million in sales from 65 stops and 2,000+ customer visits.
- **End-to-End Event Execution:** Successfully managed large-scale conferences, regional tours, hybrid events, national sales meetings, advisory boards, and product launches, ensuring flawless execution and alignment with business objectives.

Freelance Event Manager | ADSmithTheEventPro | Dallas, Texas | Jan 2012 - Aug 2017

- **Comprehensive Event Management:** Managed single and multi-tiered events for top-tier companies, including KPMG, Verizon Wireless, and MD Anderson Cancer Foundation, ensuring seamless execution across diverse industries.
- **Creative Leadership & Experiential Innovation:** Directed culturally resonant event narratives and multi-touchpoint brand activations, blending strategic vision with sensory storytelling to deliver emotionally impactful experiences across global markets.
- **Team Mentorship & Cross-Functional Execution:** Led diverse creative and production teams from concept through execution, championing bold ideation and operational excellence while fostering innovation and collaboration in high-stakes environments.
- **Strategic Event Planning:** Developed detailed trade show and event strategies as part of fiscal year marketing plans, aligning event goals with business objectives to maximize impact and ROI.
- **Stakeholder and Leadership Support:** Provided strategic support to stakeholders and leadership, ensuring flawless event execution while adhering to corporate and industry guidelines.
- **Contract Negotiation Expertise:** Negotiated contracts with service providers and suppliers, optimizing event budgets and ensuring cost-effective solutions without compromising quality.
- **Online Event Management Proficiency:** Managed and utilized online event management platforms like Cvent to streamline event coordination and enhance attendee engagement.

Event Coordinator | Irving Symphony Orchestra | Irving, Texas | 2010 - 2012

- **Event Coordination & Operations:** Managed all aspects of event coordination and operations, ensuring seamless execution and alignment with the objectives of the Irving Symphony Orchestra.
- **Creative Concept Development:** Brainstormed and implemented innovative event concepts and themes that enhanced the audience experience and aligned with the Symphony's mission and brand.
- **Program and Budget Management:** Planned and developed event programs, agendas, budgets, and services according to customer requirements, ensuring that all events met or exceeded expectations.
- **Stakeholder Collaboration:** Collaborated with sponsors and organizing committees to plan event scope, establish and monitor budgets, and review event progress to ensure successful execution.
- **Outreach and Promotion:** Designed and implemented outreach incentive events for young professionals, boosting Symphony program attendance by 10% and promoting sponsorship opportunities to increase engagement.

EDUCATION

Bachelor of Arts Organizational Leadership | Penn State University | Ongoing | 2026

BBA | Business Administration | University of North Texas | Denton, TX | May 2010

KEY PROJECTS

Senior Marketing Specialist | Alcon Vision | October 2018 – May 2025

- **Innovative Brand Activation: Alcon Innovation Suites Project** (October 2018 – May 2025)
 - Designed and implemented an immersive experiential marketing initiative, the Alcon Innovation Suites, showcasing the latest advancements in Cataract, Refractive, and Retina technologies.
 - Developed interactive exhibits and installations, creating high-impact environments that captivated, educated, and drove sales while gathering customer feedback to improve current and future product offerings.
 - Successfully hosted **4,700+ customer engagements**, facilitated **170+ R&D and commercial brand activations**, conducted **60+ advisory board sessions**, and orchestrated **8 media events**.
 - Led spatial design and interactive learning experiences that enhanced customer understanding of Alcon's innovative solutions and strengthened brand positioning.

Wade Smith Foundation | Oct 2015 – Present

13th TEMM Annual Scholarship Luncheon and Silent Auction | Jan 2015 - Apr 2015

12th Annual Richland College TEMM Scholarship Luncheon and Silent Auction | Jan 2014 - Apr 2014

AWARDS & CERTIFICATION

Innovation Award | Alcon | Innovation Suites Project | Alcon's Values and Behaviors | Alcon Vision | Aug 2023

One Team Innovation Award | The Suite Spot Project | Alcon Vision | Nov 2023

Project Management Professional Certification PMP® | Project Management Institute | Jun 2024 - Jul 2027

Certified Meeting Professional | CMP Events Industry Council | Jan 2022 - Jan 2028

Inclusive Event Strategist Certified | Meeting Professionals International (MPI) | Jun 2022

Event Management and Design Certification | Collin College | Plano, TX | Jan 2012

PUBLICATIONS

"Meet the 2025 BizBash 40 Under 40," BizBash, April 2025

TECHNICAL SKILLS

Adobe Creative Suite | Google Suite | MS Office | CVENT | Asana | Trello | Smartsheet/Gnatt | CRM Software | Canva | Monday.com | Salesforce
| WordPress | Marketo | HubSpot | Airtable

VOLUNTEER EXPERIENCE

Silent Auction Committee Member | Richland College | Jan 2013 - Jan 2015

Dallas Chapter Communications Committee Member | International Live Events Association (ILEA) | Jun 2013 - Jan 2014

Onsite Event Manager | Wade Smith Foundation | Jan 2011 - Present