



KATHERINE GIRON

SUMMARY

Detail-oriented Event Specialist with 10 years of experience producing a wide range of events, from large-scale trade shows and brand activations to corporate and experiential programs.

I specialize in managing logistics, budgets, vendors, and event teams to deliver high-quality experiences from concept through execution. I thrive in fast-paced environments and bring a strong focus on organization, communication, and guest experience.

Whether producing a 1,000-person conference or an intimate executive event, I ensure every detail is executed on time, on brand, and on budget.

SKILLS

- Experiential Marketing
- Event Marketing and Partnerships
- Event Branding and Activations
- Event Logistics and Operations
- International Event Planning
- Bilingual English and Spanish

EXPERIENCE

Events Strategist | Quantstamp / Zircuit

Sept 2022 - April 2026

- Led strategy and execution of global marketing events at major industry conferences
- Managed brand activations, experiential campaigns, and partnerships
- Planned and executed trade show booths, VIP dinners, networking events, and live activations
- Aligned event strategy with brand positioning, marketing objectives, and business goals
- Supported international team offsites - coordinating activities, merch, accommodations, conference spaces, and attendee experience
- Executed international events across North America, Europe, and Asia to drive global growth

Meeting Manager | PMG / E11EVEN Hotel & Residences

Jul 2021 - June 2022

- Coordinated sales meetings and broker presentations
- Managed client travel, accommodations, and entertainment
- Planned and executed milestone events including groundbreakings, and grand openings
- Qualified and distributed inbound leads to sales agents
- Oversaw daily sales center operations and administrative support

Event Manager | Key Biscayne Yacht Club

Feb 2021 - Jul 2021

- Managed food & beverage operations and event logistics
- Partnered with culinary teams on custom menus and service layouts
- Developed event timelines, floor plans, BEOs, and budgets
- Trained and supervised event staff to ensure high quality service
- Collaborated with vendors to ensure seamless event execution and client/guest satisfaction

Influencer and Event Marketing Coordinator | Pepcom

Jul 2019 - May 2020

- Promoted events through social media marketing, website content management, and targeted media campaigns
- Managed influencer marketing initiatives and brand partnerships to increase event visibility and audience engagement
- Traveled to event locations to oversee on site setup, breakdown, and staff coordination
- Provided VIP relations and influencer support before, during, and after events to ensure a positive guest experience


EDUCATION

Bachelor of Arts • Class of 2018

Florida State University | Hospitality Management

CONFERENCE PORTFOLIO

CES | ETHDenver | ETHCC | Consensus | Token2049 | Korea Blockchain Week | Mainnet | Devcon | Devconnect

 +1 786 351 2574

 katherine-giron

 www.curatedbykat.com

 hello@curatedbykat.com