
WILLETREA J. WASHINGTON

CERTIFIED SPECIAL EVENTS MANAGER, CSEM

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ABOUT ME

A dynamic professional and creative solutions provider who has thrived in both corporate and political settings. As an extremely organized Corporate Meeting Planner and Event Manager with over fifteen (15) years' experience, she has mastered the function of managing process and people, combining technology with a knack for innovative solutions. Her background in the strategic planning of corporate conferences, workshops, fundraisers, galas and a multitude of other functions, has allotted her expertise in managing facilities, schedules, travel, and accommodations.

Recognition

Profiled in the Oakland Press for being an awardee of several business grants provided to small businesses in the Pontiac Area, 2021. Flagstar Big Idea Grant Awardee 2018. Certificate of Appreciation, Distinguished Leadership Award 2017, and the Youth transition Committee member recognition and appreciation Award 2014

Core Skills

- Business management
 - Project management
 - Business analysis
 - Project Development
 - Theme/ Interior Design
 - Vendor Negotiations
 - Venue/ Talent Selection
 - Financial evaluation
 - Leadership during change
 - Strong interpersonal skills
 - Tech/Software savvy
 - WebEx, SharePoint
 - Execution
 - Hiring, Training
 - Scheduling
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EXPERIENCE

Washington Events LLC, *Founder and CEO*

March 2013- Present

Washington Events thrives in facilitating better interactions across our client's member base, by continuing our education and knowledge to track members' interests and activity to provide relevant services. We provide advertising opportunities via researched listings or targeted placements, communicate with members by email, social media, telephone, or port without overlapping information, as well as organize and sell tickets to events or series of events.

Pontiac Marketing & Promotions Bureau (PMB), *Project Development Lead*

October 2020 - Present

Facilitate / Manage innovative solution(s) funded action plans within approved schedule and budget. As required initiate relationships with required internal and external entities and transition relationships to individual(s) responsible for long term communications of relationships. Track and report to different levels within the PMB development path of innovative solutions through their lifecycle from an emerging solution, to established solution, and then onto mature solution. Facilitate rollout of Innovative Solution(s) as emerging links to communication and making the PMB a destination and a marketing component of the City of Pontiac.

Detroit Bar Association (DBA), *Event Director*

August 2021 - December 2021

Direct the planning and execution of meetings, fundraisers, and other events for corporate clients. Manage budgets of up to \$150,000 for large-scale events and maintain strong relationships with numerous domestic and international vendors to assist corporations in planning overseas events.

Meeting Coordinators Inc, *Client Event Manager*

March 2018 - June 2020

Seamlessly planned and executed both professional and social meetings for a range of clients. Managed budgets of up to \$200,000 for events with up to 500+ attendees, multiple vendors, and other event contributors including entertainers, photographers, caterers, and AV technicians and more.

MEMBERSHIPS

Committee Member

Young Progressives
April 2020 - Present

Advisory Board Member

PMB | GPCC PMB
OCT 2020 - Present

Honorary Advisory Board Member

Committee of Fifty
OCT 2019 - Present

Board Member

Oakland County
Employment Diversity
Council
April 2010 - June 2015

EDUCATION

Certification Events Management

Cvent
2017

B.A. in Human Services and Psychology

Baker College
2001-05

Diploma

Pontiac Central High
1998-2001

REFERENCES

Available on request
