
Jessica L. Sturgis

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Washington, DC 20020

Events Manager

Objective: Utilizing my comprehensive expertise in event planning, sales, and marketing, in conjunction with a strong foundation in customer service, content development, and Audio Production, to support clients in realizing their event objectives while delivering an exceptional and memorable guest experience.

SKILLS

- Thorough knowledge of strategic planning for private events, entertainment, concerts, expos, outdoor festivals, banquets, special event production, setup installation and breakdowns.
- Superior communication, scheduling, and problem-solving skills.
- Proficient with the planning software, Gather and Tripleseat. Effective communication, scheduling, and writing skills.
- Creative skills include editing with Adobe Audition and Adobe Premier.
- 10+ years of experience in radio program development, audio/visual equipment, Microsoft Office applications, along with booking, interviewing, and social media marketing.
- Proficient in Mac and Windows OS.
- Experience with virtual meeting platforms (Zoom, Google Meets, Microsoft Teams).
- Proficient with script writing and planning for podcast content and show flow.

EXPERIENCE

JesiCreates LLC, Washington, DC - CEO (Freelance) JANUARY 2023 - PRESENT

- Manage client relationships, events and media projects from conception to completion.
- Record, edit, and distribute video and audio segments for podcasts and various media platforms.
- Develop and implement branding and marketing strategies for small businesses.
- Digital content creation for short form video and photography.
- Plan, develop, staff, and execute public and private events while implementing promotional, public relations, and social media strategies i.e. The Life Vicariously Art Experience.
- Social media strategy and management.

DC OCTFME, Washington, DC - *Radio Producer (Part-time)*

AUGUST 2017 - PRESENT

- Develop show content for DCRadio.gov, schedule and arrange for interview guests, organize on-air talent, program music; provide technical training, and ensure On-Air etiquette training.
- Schedule and provide technical support for remote, live broadcasts for location events.
- Produced 6+ radio programs by local talent; including “Hearing the Council” showcasing each DC Council Member.

WHUR-FM 96.3, Washington, DC - *Senior Producer to Freelance Radio Producer*

MAY 2008 - PRESENT

- Develop show content, book interview guests, organize on-air talent, program music; provide technical training and On-Air etiquette training.
- Provide technical support and audio engineering for remote, live broadcasts like Food2Feed, Howard Univ. Commencement, and other offsite promotional broadcasts as well as conducting electrical, audio, and visual installations and breakdowns.
- Produced over 20 different radio programs; awarded the “Best Radio Music Program” for “Blues on Blues” by the NYC Festival - World's Best Radio committee in 2012.

Bailey Real Estate Holdings - *Leasing & Tenant Relations Supervisor May 2020 - December 2022 (Full-time)*

- Market vacant units to prospective tenants through agencies, leasing agents, advertising, and other methods.
- Facilitate intake, process completion, and tracking of new applicant packages.
- Prepare and execute lease paperwork and signings, ensuring regulatory compliance and timely document filing.
- Monitor agency preliminary inspections and vacant unit viewing appointments.
- Coordinate with the Facilities Department to stay abreast of general maintenance, major repairs, turnover, key procurement, or special projects affecting vacant units and the habitability of occupied units.
- Update and distribute detailed reports for vacant and newly leased units to assist in determining the company's financial position.
- Oversee and follow-through with tenants and field personnel for move-in and move-out processes.
- Investigate complaints, disturbances, and violations and resolve problems following sound reason and guidance.
- Update and distribute tracking of complaints and applicable notices, mitigating actions, and documentation.

Smith Commons, Washington, DC - Sales, Events, & Marketing Manager

NOVEMBER 2012 - FEBRUARY 2020

- Booked and executed 850+ events of various sizes and types generating a total of \$1.6 million in event sales to date.
- Contact corporate organizations and companies; disseminate Smith Commons events information; and develop formal agreements/contracts outlining event details.
- Provide expertise and consultation to event clients, arrange site tours, book and confirm event details, budgets, contracts, invoices, and special event requests.
- Create the annual marketing plan and budget.
- Daily duties include updating social media on all platforms, implementing in-house and outside promo activations, and supervising and ensuring quality performance and resolving problems during each event, while coordinating and assisting the staff with operations.
- Ensure all requested equipment is available and direct set up such that it aligns with the event floorplans.

EDUCATION

Howard University, Washington, DC - Bachelors of Arts

AUGUST 2004 - DECEMBER 2008

- Graduated with honors, Cum Laude.
- Major: Radio/TV/Film - Audio Production. Minor: Business Administration.

AWARDS

- Bronze Award for “World’s Best Music Radio Program” presented by New York Festivals - World’s Best Radio Festival in 2012.
- “Above and Beyond” award presented by WHUR-World HD-2 Radio Dept.