

SAQUEEB RAJAN

saqrajan@gmail.com

MARKETING MANAGER / COORDINATOR • EVENT MANAGER / COORDINATOR

“The driving force behind the professional transformation of events that are financially self-supporting while quadrupling attendance”

Offering extensive expertise in special event planning, event marketing, and community relations for an established non-profit organization wholly dedicated to serving the diverse interests of its community by masterminding up to 100 events per year. Adept in leading effective large-scale events, conferences, and award ceremonies – from conception through to delivery – on time and on budget. Reputation for quickly gaining the trust, confidence, and respect of clients, agents, artists, and vendors by providing “exactly what is needed” for meetings, seminars, and other programs.

In-depth knowledge of – and experience in – social media tools and techniques; computer savvy includes MS Office, Google Analytics, Search Engine Optimization, Adobe CS3, Content Management Systems (WordPress, Joomla, Drupal) MS FrontPage, Dreamweaver, and Windows 2008 Server. Working knowledge of English (native), Kiswahili, and Gujrati. Recognized for exemplary integrity, sense of passion, work ethic, and thorough commitment to professional excellence.

In 2010, won event planning “Programmer of the Year” Award as recognized by peers from as many as 65 post-secondary institutions across Canada

KEY STRENGTHS

Event Coordination

- Yearly Planning & Organization
- Company Representation
- Concept Development & Execution
- Budget Development & Fiscal Recommendations
- Sponsorship Package Compilation
- Event Logistics & Entertainment Coordination
- Meeting & Travel Planning
- Purchasing & Procurement
- Project Management
- Contingency Planning
- Corporate Client, Vendor, & Subcontractor Negotiations
- Policy & Procedure Creation
- Manpower Planning & Cost Controls
- Post-Event Analysis, Budgetary Recaps, & Participation Feedback

Marketing & Added Value

- Marketing Campaign Creation
 - Identity Enhancement
 - Community Outreach
 - Social Media Tactics
 - Print, Digital, & Online Media Strategies
 - Search Engine Optimization
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PROFESSIONAL EXPERIENCE

York University Student Centre, Toronto • Marketing & Events Manager

2004 – 2010

Originally hired as a Marketing Coordinator; promoted 1.5 years later to lead, motivate, and energize between 20 and 30 direct reports in masterminding a range of events and activities to appeal to a diverse student and faculty population.

Sample Achievements – Large-Scale Event Management

- Oversaw the expansion of YorkFest - one of Canada’s largest orientation week events – from 1 to 3 days, and played a major role in vaulting attendance numbers from just 4,000 to more than 20,000 students ranging from first-year to final-year attendees
- Raised more than \$0.3 million in sponsorship during a 4-year span to guarantee that YorkFest is now financially self-sustaining
- Orchestrated the aggressive growth of “Festival Village” – an open market held outdoors – from 60 to over 200 student organizations along with more than 60 corporate sponsors

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PROFESSIONAL EXPERIENCE (cont'd)

York University Student Centre (cont'd)

Sample Achievements – Large-Scale Event Management (cont'd):

- Elevated attendance at the annual “Single Parents Holiday Party” (a free event aimed at disadvantaged and high-risk community members) from 20-30 parents with 60 children in Year One to 80-90 parents with 100-150 children
- Assembled the Centre’s first-ever “Street Team” that personally interacts with students to alert them to upcoming events

Sample Achievements – New Revenue-Generating Streams

- Expanded corporate client revenue-generating initiatives 60% - 70% to alleviate the need to increase pre-defined budgets
- Attracted \$10,000 to \$15,000 a year in extra revenues by conceiving the idea of selling advertising space in the Student Centre
- Modified the Centre’s web-site which secured an additional \$4,000 per year in on-line advertising

Sample Achievements – Special Assignments

- In the Fall of 2008, sought out by Project Coordinator for the role of U50 Program Consultant to celebrate York University’s 50th anniversary in 2009. Produced and stage-managed the main concert which attracted 5,000 audience members
- Persuaded Board of Directors of the feasibility in assuming the role of project manager; guided the planning, development, and installation of a new audio/visual system – valued at \$0.1 million – on time and on budget
- Chosen by Executive Director to help administer an aggressive food court expansion; this renovation necessitated adding 2 extra floors to accommodate as many as 50,000 students per day

Sample Achievements – Additional

- Introduced a range of Social Media tools – such as Twitter, Facebook, and FourSquare – to the Centre – to provide on-line viewers with instant access to the Centre’s offerings
 - Eliminated outsourcing costs associated with promotional brochure creation by tapping into the on-site student population to deliver a consistent, branded look for these vital pieces
 - Converted paper-based filing system into electronic equivalent, which guaranteed that vital information could be easily located
 - Reorganized and brought congruency to the operations manual accessed by up to 30 direct reports
 - As the Centre’s I.T. contact, helped to save up to \$4,000 per year in outsourcing costs by implementing crucial back-up directives to avoid the prospect of lost data
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EDUCATION

York University, Toronto
Honours Bachelor of Administrative Studies (Specialized Honours Marketing)