IRIS HULL

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SUMMARY

Dynamic event professional with expertise in web design, project management, and roles focused on client experience, education, and stakeholder engagement. Skilled in delivering seamless event registration experiences through responsive web design, data management, and onsite logistical support. Partnered with speaker teams and vendors on multiple large-scale events to develop speaker resource centers, ensuring streamlined access to essential materials and optimizing speaker preparation. Led the creation of speaker portal sites for each event, managing requirements, task development, and proactive speaker support to ensure readiness. Passionate about optimizing workflows, driving engagement, and executing high-impact events.

EDUCATION

SUNY PURCHASE - Conservatory of Music   Purchase, NY
Mus.B. in Performance, Concentration in Jazz Studies; 3.85/4.0; Magna Cum Laude   Graduated May 2015

JOHNS HOPKINS UNIVERSITY - Peabody Institute   Baltimore, MD
Mus.B. in Performance, Concentration in Jazz Studies   Attended Sept 2010 - May 2013

WORK EXPERIENCE

CLOVER DAYDREAMS   Tacoma, WA
Bookseller (Pop-up Events)   February 2024 – March 2025
- Delivered exceptional support for a pop-up bookstore in a fast-paced environment, demonstrating expertise in direct sales, inventory management, and social media engagement to drive customer traffic and satisfaction.
- Enhanced customer experience by providing tailored book recommendations, leveraging insights and creating visually appealing product displays to optimize sales.
- Managed and optimized inventory database using Edelweiss.
- Generated detailed reports for stakeholders, aiding in strategic purchasing decisions.

OPUS AGENCY. (Global event-marketing)   Beaverton, OR (Remote)
Digital Configuration Specialist   October 2021 – October 2024
- Worked with event teams to configure, style, and customize web-based platform implementations.
- Built hybrid events in Bizzabo, Cvent, Rainfocus, Stova (Aventri, MeetingPlay & eventcore), and Swoogo.
- Recommended platform features and capabilities to aid in the experiential design.
- Conversed with internal stakeholders and bridged the gap between technical and non-technical users.
- Built registration websites in HTML/CSS/JavaScript with responsive design and industry best practices.
- Worked cooperatively among cross functional teams on multiple projects and events simultaneously, coordinated meetings, and developed work-back schedules to track progress.
- Managed program data tracking and ensured accurate platform database upkeep.
- Created reports within registration platforms, providing critical insights for stakeholders across distinct areas: registration, speakers, and exhibitors. Ensured accuracy and clarity to support strategic decision-making.
- Provided onsite event support beyond registration duties, ensuring smooth operations and assisting with logistics, coordination, and attendee experience.
- Partnered with the speaker team and vendors to develop a comprehensive Speaker Resource Center, streamlining access to key materials and enhancing speaker preparation.
- Created and managed virtual sessions for internal events at a Fortune 100 company.

ENORMOUS CREATIVE   Peekskill, NY
Front End Web Developer   October 2019 – October 2021
- Built and maintained responsive websites utilizing CMS Software including WordPress, Squarespace, Wix.
- Maintained business social accounts for Facebook, Instagram, LinkedIn, Twitter (X) with content creation.
- Researched and deployed Search Engine Optimization Campaigns.
- Designed, wrote, and deployed email mass marketing campaigns using Mailchimp, Constant Contact, Email Octopus.
- Maintained client websites, keeping sites up to date as well as GDPR & CCPA compliant.
- Created and executed digital advertising campaigns through Google Ads, LinkedIn Ads, Instagram and Facebook Ads.

PRIVATE TUTOR   Greenwich, CT & Rye, NY
Self-Started Practice   April 2017 - October 2019
- Tutored 6 students in topics ranging from computer science (JavaScript, HTML, CSS, Scratch) to general studies.
- Designed comprehensive lesson plans and training materials, including engaging video lessons.
- Leveraged strong ties to the local music community to start up private music lessons and take on students.

TOURNEAU LLC   New York, NY
Seasonal Accounts Payable Analyst   June 2012 - January 2015
- Coded invoices, vouchers, expense reports, and check requests.
- Prepared batch check runs, wire transfers, and ACH transactions.
- Maintained and filed accounting records and reports.

ARTHUR FRIEDHIEM LIBRARY   Baltimore, MD
Library Assistant   September 2010 - May 2013
- Worked at Circulation Desk and Media Center.
- Collated books and scores and processed new materials for circulation.
- Managed tasks associated with the library's opening and closing, including preparing the space for patrons and securing the premises at the end of the day.

ADDITIONAL SKILLS

Technical Skills: Copywriting, CSS, CMS Platforms (Shopify, Squarespace, Hubspot, Wix, WordPress), Customer Support (Aircall, Help Scout, Microsoft Teams), Design (Adobe Photoshop, Illustrator, Figma, Canva), Event Management Platforms, HTML, JavaScript, Pages, Keynote, Numbers, GarageBand, iCloud, Office 365 (Excel, Outlook, Word), Microsoft Dynamics (Great Plains), Airtable (Task-tracking, Organizing workflows, Assigning tasks to team members), G-Suite, Monday.com, Trello, Edelweiss, Social Media Management, Direct Sales Experience, Presentation Skills, Video Editing, Creating Training Resources, Content Creation, Reporting (Tracking data and preparing reports), Speaker and Vendor Management.

Certifications & Training: Cvent Certified: (Event Management Advanced, Virtual Events, Hybrid Events, Account Administrator, System Administrator).

Platforms: macOS, iOS, Windows 11

Soft Skills: Effective Communicator, Organization, Public Speaking, Self-Starter, Strong Work Ethic, Time Management.