

McKenzie A. Rowley

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EXPERIENCE

SMG – NRG Park – Houston TX (formerly Reliant Park)

October 2012 – Present

Premium Seating & Suite Sales Manager

1. Manage the suite department for SMG-NRG Park's special events
2. Responsible for selling and servicing up to 180 suites, 9 super suites, Press Box and 4 club lounges per event
3. Administer NRG Park's contractual obligations to suite and hospitality members on event by event basis
4. Work closely with Marketing department to facilitate consistent email communications, marketing campaigns, show announcements, etc. to suite holders and Ticketmaster contact list
5. Prepare and distribute suite marketing materials, sales and incentive programs to suite members, sponsors and local NRG Park partners
6. Act as the Stadium Event Manager for the annual Offshore Technology Conference to sell and organize all exhibitor hospitality events and meetings
7. Responsible for interviewing, hiring and training any part-time staff and interns reporting to the Suite Sales Department

Special Projects:

Super Bowl 51 – Suite Services Manager – 2017

NCAA Final Four – Suite Sales Manager – 2016

NCAA Division I Men's Basketball Championship South Regional – Suite Sales Manager - 2015

The Great Hall Banquet & Convention Center – Midland MI

March 2012 – September 2012

Event Sales Coordinator

1. Coordinated events, site tours and responded quickly to all phone, electronic and walk-in inquiries
2. Oversaw daily operations of the Sales & Executive office, which included administrative duties, event planning and social media platforms
3. Responsible for developing relationships with local Chambers of Commerce and similar type organizations
4. Effectively designed, produced and managed all events from concept, proposal writing, proposal meetings, booking, coordinating, preparing BEOs and event day execution
5. Coordinated with all departments such as catering, accounting, hotel and management to ensure quality service and venue integrity

Northwood University – Midland MI

August 2011-May 2012

Facilities & Events Coordinating Intern/Sales Intern

1. Coordinated, scheduled and managed all on campus events such as youth camps, conferences, sport operations and special events
2. Responsible for soliciting new clients as well as maintain relationships with existing accounts
3. Worked cohesively with all other departments to make successful event sales
4. Prepared and managed operating budgets and reports for each project/event
5. Managed electronic staff schedules and overall campus event calendar to ensure time management
6. Developed and implemented contracts, proposals and sales plans

EDUCATION

Northwood University - Midland MI

May 2012

Bachelors of Business Administration

Dual Major: Marketing & Management and Business Administration

SKILLS

Skill	Level	Years Practiced
Adobe Suite	Beginner	1 year
Bigfoot CMS	Beginner	1 year
CAD	Beginner	1 year
Dropbox	Intermediate	5 years
Google Docs	Intermediate	3 years
MS Word, MS Excel, Power Point, MS Publisher	Intermediate	More than 8 years
Sales (Combination of retail, food, tickets, events and sponsorships)	Experienced	More than 5 years

LEADERSHIP/ACCOMPLISHMENTS

American Marketing Association of Houston

August 2016 – present

- Young professional member

International Association of Venue Managers, Inc.

July 2015 - present

- 2017 Mentor Committee Member
- 2015 30 Under 30 Recipient
 - Young Professional Member working to build knowledge, training & a network in the venue industry

SMG – NRG Park Employee Recognition Committee

2013-present

- Chairperson
 - Coordinate, plan and execute all employee events on and off property with a team of colleagues
 - Establish and maintain working relationships with community members, non-profit organizations, and other related parties for company community service acts
 - Work closely with all Department Directors to create and implement employee rewards and incentives to assure that our company culture continues to grow in a positive direction

Association of Luxury Suite Directors – Professional Member

2012-present

- NRG Park's Representative

AWARDS/CERTIFICATES

IAVM: Mentor Connector Program 2016

IAVM: 30 Under 30 2015

SMG K'Nekt II: Advanced Sales Training Certificate 2014

SMG K'nekt I: The Consummate Sales Professional Certificate 2014

PHILANTHROPIC/ VOLUNTEER EXPERIENCE

Buffalo Bayou Partnership, Hands on Nashville, CYCLE Houston, Houston Food Bank, Star of Hope