

TRISHA JOYCE



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PROFESSIONAL SUMMARY

Dynamic Global Corporate Events Leader with over 15 years of experience in driving strategy, design, and flawless execution of high-profile corporate events. Expertise in transforming complex objectives into seamless, memorable audience experiences that elevate brand presence and strengthen stakeholder engagement. Proven track record of delivering measurable ROI through end-to-end event execution across diverse industries and international markets. Committed to leveraging innovative solutions to create impactful events that resonate with audiences and achieve organizational goals.

CORE COMPETENCIES

- Global Strategic Event Planning & Execution
- C-Suite & Stakeholder Engagement
- Client Engagement
- Budget Development & Oversight
- Cross-Functional Collaboration
- Project & Program Management
- Brand & Experiential Design
- Corporate Communications
- Vendor & Partnership Management
- Content Strategy & Critical Thinking

PROFESSIONAL EXPERIENCE

Corporate Events & Employee Engagement Manager

Koozie Group - Clearwater, FL

October 2021 – August 2025

- Managed internal communications, ensuring consistent messaging across leadership updates, company newsletters, and employee engagement initiatives.
- Designed and executed high-impact VIP hospitality meetings & events (i.e. PGA Valspar Championship Chalet) to strengthen relationships with top-tier clients.
- Led national trade show strategy and execution (PPAI Las Vegas Expo, ASI Orlando, and ASI Chicago), driving brand visibility and engaging key accounts.
- Executed end-to-end logistics for the company's annual national sales meeting, including vendor relations, venue sourcing, programming, and branded materials.
- Directed \$50K+ cause marketing campaigns in partnership with nonprofits (e.g., United Way, 4 Paws for Abilities); scaled local donation impact from \$250K to \$800K across five sites.
- Conceptualized and launched innovative internal event strategies to increase employee engagement and reinforce a cohesive company culture.

Director, Partnerships & Programming

Carr Properties - Washington, D.C.

October 2019 – March 2021

- Oversaw 40+ corporate and lifestyle events annually across a portfolio of ten+ commercial properties.
- Partnered with executive leadership to launch the **Carr Experience App**, streamlining tenant services and enhancing customer experience.
- Negotiated partnerships with leading consumer brands (e.g., Barry's Bootcamp, Therabody, Monumental Sports) to deliver premium services to clients.
- Developed brand sensory experiences, including custom scents and curated playlists, to create consistent and memorable tenant touchpoints.

Project & Marketplace Manager

CANA Development - Baltimore, MD

February 2019 – October 2019

- Served as the primary client liaison, aligning internal project execution with executive-level objectives.
- Managed a \$400K marketing/events budget targeting an audience of 8,000+ customers.
- Led planning, logistics, and vendor relations for public events, increasing brand visibility and community engagement.

Senior House Manager, EU Operations

Under Armour - Amsterdam, The Netherlands

July 2015 – September 2018

- Directed European HQ operations and managed a team across five regional office locations.
- Led planning and delivery of internal/external global events and implemented programs to foster cultural cohesion between EU and North America.
- Oversaw logistics and execution of multi-day trade shows, such as INTERSPORT, with budgets exceeding \$500K.
- Acted as a cultural ambassador, embedding Under Armour values through strategic employee programs and international collaboration.

Corporate Global Event Manager

Under Armour - Baltimore, MD

September 2010 – July 2015

- Managed 40,000 sq. ft. of event space and produced over 1,000 internal and external meetings/events annually.
- Produced global sales meetings and executive summits (e.g., Hong Kong), managing \$1M+ budgets and aligning global branding efforts.
- Coordinated major client visits for 300+ retail accounts, deepening customer relationships and brand loyalty.
- Created and directed Under Armour's first live fashion show, overseeing creative, production, and brand storytelling.
- Delivered company-wide celebrations and employee engagement events for audiences of 2,500+, reinforcing workplace culture and morale.

EDUCATION

Bachelor of Arts in Media Communications

University of Pittsburgh - Pittsburgh, PA

- Study Abroad: Semester at Sea