

NICOLE J. PAUL

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With over a decade of experience in event management and execution, I have gained a comprehensive skill set in strategic event planning and promotions to increase delegate acquisition and awareness. My proficiency extends to collaborating cross-functionally ensuring timely project deliverables and maintaining a solution-driven mindset when challenged. I am dedicated to leading with passion and integrity while delivering impactful events and campaigns that continuously evolve to sustain the company's goals.

PROFESSIONAL EXPERIENCE

Medical Conference Partners

2018 - 2022

Corporate Events Manager

- Planned and executed diverse corporate event activities, including onsite exhibitions, online webinars, and hybrid conferences, sustaining a minimum 35% profit margin on each project.
- Mentored a team of 3-5 members, fostering a supportive environment that nurtured their professional growth leading to a significant increase in the company's event capacity.
- Spearheaded webinar branding and designs, streamlined email communication processes and SOPs resulting in 80-100 engaging and high-quality virtual events annually.
- Reviewed conference promotion campaign metrics to optimise efficiency and effectiveness, consistently enhancing touchpoints for a comprehensive customer journey.

Project Manager

- Led cross-functional collaborative efforts with international teams and vendors from 4 ASEAN countries (VN, TH, SG, MY), achieving a seamless and successful execution of the company's first multi-city hybrid management meeting for a client (IPSEN).
- Reduced customer support calls by collaborating with website coders and designers to deliver user-friendly digital platforms for conferences.
- Implemented a market positioning strategy to acquire industry insights post-COVID, leveraging them as a powerful marketing asset to attract key decision-makers during financial bidding presentations.
- Recognised the demand for continued medical education in the healthcare industry during the COVID-19 pandemic and established an affordable in-house webinar service system during the temporary postponement of onsite events.

Conference Specialist

- Enhanced Standard Operating Procedure (SOP) for conference teams, resulting in improved event practices and consistent tracking and data consolidation.
- Led diverse teams of 5-10 members, overseeing event functions such as Speaker and Program Management, Customer Support, Creative Design and Marketing Campaigns for conferences with 800 – 1,200 delegates and approximately 130 VIPs and speakers.
- Coordinated logistics and travel arrangements for international participants, resulting in engaging event experiences and participant satisfaction.
- Successfully pitched to key decision-makers at companies, securing essential funding for non-profit association conferences.

PROFESSIONAL EXPERIENCE

Apxara Travel & Events

2013 - 2017

Senior Sales Marketing Executive

- Collaborated across multiple teams to conceptualise event activities and programs, whilst maintaining brand alignment according to branding guidelines, resulting in a cohesive aesthetic.
- Presented creative pitch decks and budgets to C-level stakeholders, securing events that met the company's sales goals.
- Developed a strong network of event operations suppliers, hotel groups, and destination contacts to manage event budgets efficiently.
- Refined internal marketing activities to boost client engagement during low event seasons.

Senior Event Operations Executive

- Successfully planned and executed projects end-to-end, including incentive travel, continued medical education (CME) meetings, team-building activities, and annual dinners, ensuring impactful events and high client satisfaction.
- Headed the operations team, overseeing travel arrangements, event production logistics, and timely delivery of design assets for events such as L'oreal's Annual Sales Conference (800 participants) and Novo Nordisk's management meeting in Bangkok (300 participants).
- Mentored and trained 2 recruits in the operations department, aligning their skills with company SOP and branding, fostering a collaborative and high-performing team culture.

Event Operations Coordinator

- Coordinated local flight arrangements for the Allianz Sales Convention in Langkawi, involving 300 participants as my first project with the company.
- Enriched the company database and improved event planning resources by consolidating event venue data, aligning with industry requirements.
- Actively supported superiors in coordinating team-building activities, CME meetings, and annual dinners for corporate clients, contributing to my skill development and growth.

EDUCATION

KDU University College (KDU UC)

2009 - 2012

BA (Hons) in International Hospitality & Tourism Management

Diploma International Hospitality and Tourism Management

- Upper 2nd Class
- Major in Events Management

SKILLS & OTHERS

Software skills: Microsoft Office (.xls, .ppt, .doc), Adobe Illustrator, Video Editing, VMix, Enginemailer

Language: English and Bahasa Malaysia

Certifications: Foundation in Digital Marketing & E-Commerce