Maggie Keller

EVENT PORTFOLIO



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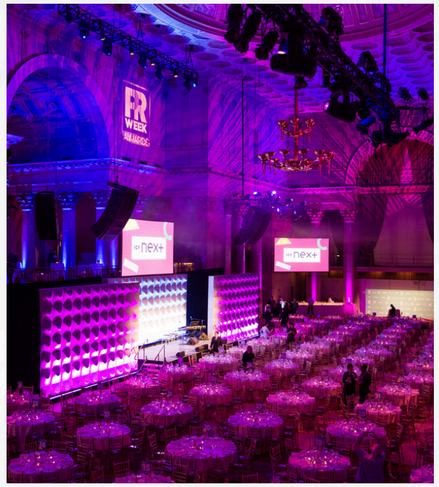
ABOUT ME

I am an experienced, thoughtful leader responsible for building widely successful and profitable events businesses. I have a proven track record of developing and leading high-performing and collaborative teams, producing purposeful experiences and creating powerful brand moments for clients.

PROJECT







PORTFOLIO

PRWEEK AWARDS

2011 - 2021

The PRWeek Awards celebrate the best work from corporate, agency, nonprofit, and education teams. In my role, I planned and executed all aspects of the event including catering, AV, staging, signage and the awards presentation. I was accountable for event goals and managed award entries, registrants and live attendees.

Sizzle Reel









CANNES
2018

At Haymarket Media, I planned and executed our brand's presence at Cannes in 2018. I worked with our brand partners along with agencies and vendors in order to produce meaningful content and experiences for our guests.

BRAND FILM FESTIVAL

2017 - 2021

The Brand Film Festival, brought to you by Campaign US and PRWeek, showcased the year's most artistic, creative and effective branded content films, from Vines to YouTube videos to long-form documentaries. I worked in collaboration with internal teams to launch the first annual Brand Film Festival from marketing of the submission process and judge selection through event execution.

Sizzle Reel





WOMEN IMPACT TECH

2022 - 2023

I was the sole events professional for Women Impact Tech, a community of over 20,000 women - a safe haven for collaboration, professional growth and belonging that inspires, educates, empowers and advances women in technology. I managed all aspects of the six annual events from ideation, to planning and execution. I worked with all vendors, agencies, venues along with the attendees and partners.

GOOGLE CLOUD NEXT

2024

CLIENT : GOOGLE CLOUD

I was the lead producer for a successful ancillary program of 800+ executives at Google Cloud Next . I was responsible for the budget, day-to-day operations, timelines and client relationships.

Sizzle Reel



