

Lauren R. Baer, CMP

✉ laurenbaer@gmail.com

☎ +1 (516) 864-9232

🌐 <https://www.linkedin.com/in/laurenbaer>

Strategic marketing and events leader with 10+ years driving high-profile programs that boost engagement and brand visibility. Expert in crafting targeted campaigns and using ai tools to optimize messaging. Proven track record managing teams and collaborating with stakeholders to deliver impactful, seamless events across in-person, virtual, and hybrid formats.

Experience

The Economic Club of New York [New York]

Senior Director of Events / DECEMBER 2022 – PRESENT

Director of Events / JANUARY 2018 – DECEMBER 2022

- Oversee end-to-end strategy, marketing, and execution for 60+ high-profile events annually, leading a team while shaping content, outreach, and audience experience for an influential membership organization
- Manage the ECNY events team, directly supervising two employees by providing regular feedback, mentorship, and professional development opportunities to cultivate their talent and support their growth.
- Foster a collaborative team environment focused on ownership, accountability, and innovation
- Strategically work with Club Members, Board Members, and the Club CEO to improve event experience and shape programming direction
- Lead a high-profile speaker series featuring Fortune 500 CEOs, world leaders, and dignitaries, coordinating outreach and curating the event schedule each season to align with audience interests and market trends.
- Develop and execute targeted marketing campaigns to promote key programs and ensure strong turnouts—leveraging email marketing, referral outreach, and member communications—to drive ticket and table sales for in-person, hybrid, and virtual events tailored to ECNY Members and guests.
- Create audience-specific messaging and outreach strategies to boost engagement and attendance
- Use AI platforms such as ChatGPT and Google Gemini to support marketing copy, brainstorm messaging strategies, and tailor communications to segmented audiences
- Oversee the execution of all logistics including venue sourcing and contracting, attendee management, and onsite experience
- Negotiate vendor contracts and manage event budgets for a 501(c)(3) nonprofit, ensuring cost-effective planning while maintaining high-quality event execution
- Work with speakers, vendors, and sponsors to publish research reports emerging from themed event series
- Bring updated branding to life through designed event elements, including invitations, name tags, signage, and digital assets. Review and approve event materials developed by direct reports to ensure alignment with brand standards.
- Provide high-touch customer service to Club Members, assisting with all event-related needs from ticket purchasing to special accommodations

Univision Communications Inc. [New York]

Event Planner / MAY 2016 – DECEMBER 2017

- Planned a high volume of events ranging from internal programs with very small budgets to consumer activations and client events with budgets as high as \$800K. Tasks included: overall project management, budget management, site searches & contract negotiations, registration management, print & premiums, food & beverage planning, travel & transportation manifests, attendee communications, production & audio visual coordination, rooming list management, event staffing, post-event reporting
- Managed all logistics around quarterly Univision Board of Directors meetings, fulfilling the individual needs of 30+ c-suite executives
- Strategized and activated on sponsorships at Republican and Democratic National Conventions and other political industry events
- Ran internal training programs & team offsites
- Worked with AdSales Marketing to create 4-city program targeting clients for a sneak peek of the networks content in development
- Organized hospitality programs around larger tentpole, sports, and industry events, coordinating travel, activities, and group dinners
- Coordinated a series of public advocacy screenings to raise community awareness around the state of healthcare in California

Lauren R. Baer, CMP (Cont'd)

Barclays [New York]

Event Coordinator / JANUARY 2015 – DECEMBER 2015

- Coordinated events with budgets ranging from \$2K to \$200K for Barclays Investment Bank. Tasks included: supervision of internal and external vendors, venue scouting, budget management, contract negotiations, and implementation of cost-savings tactics.
- Handled all logistics around Asia corporate days so that Asian businesses could successfully meet with Barclays' investor clients
- Was responsible for overseeing many moving parts and coordinating global logistics for supplier diversity event
- Led intern events including a pre-internship education day, dinner at the home of senior management and celebration receptions
- Supported team events by managing RSVPs and dinearounds for large conferences and serving as on-site staff

Emanate PR [New York]

Senior Associate / OCTOBER 2013 – DECEMBER 2014

Account Associate / FEBRUARY 2011 – OCTOBER 2013

- Everyday account management by building strong client relationships to support day-to-day PR. As part of a larger team, I contributed to strategic marketing and PR plans across all agency accounts.
- Created account scope of work and then executed on approved programs while managing client budgets
- Conducted media relations for a variety of clients including Bank of America (BofA), Celebrity Cruises, The Dalmore, GoGo squeeZ, See's Candies, Glidden Paint, Hampton Hotels. Tasks included: Content Creation (Surveys, Press Releases, Messaging Documents, Infographics), Pitching, Managing Incoming Requests, Media Monitoring, Client Reporting.
- Planned and executed networking events for BofA small business bankers and top small business influencers in 10 target markets. Sustained key formed relationships by facilitating roundtable discussions between local influencers and BofA clients and prospects.
- Worked with The Dalmore client to form a partnership with Daniel Boulud, creating a new product to promote brand awareness. Planned and executed a scotch paring media dinner at DANIEL, then at all of Daniel Boulud's NYC properties for consumers, to celebrate the launch of The Dalmore Selected by Daniel Boulud.
- Hosted brunch event onboard a Celebrity Cruises ship while in port, to introduce target media to new Celebrity offerings.
- Produced a celebration for the grand opening for Hampton Hotel's 2,000th property, including a vertical performance and interactive digital elements

Education / Certification

Syracuse University

Bachelor of Science / DECEMBER 2010

S.I. Newhouse School of Public Communications; Cum Laude
Bachelor of Science in Public Relations; Minor: Hospitality

Events Industry Council

Certified Meeting Planner / AUGUST 2021