



Janet Benitez

Experience

Contact

 Miami, FL

 239.384.0042

 events@janetbenitez.com

 www.janetbenitez.com

Education

2014

**Bachelor of Science in
Hospitality Management &
Tourism**

Florida International University

Skills & Additional Experience

Microsoft Office
Fluent Spanish
Partner Relations
Campaign Strategy
Brand Awareness
Project Management
Contract Negotiation
Vendor Management
Cross Functional Collaboration
Experiential Marketing
B2B – B2C Marketing
B2B Events

2024 - Present • Account Director, McDonald's • Loud & Live

- Focused on developing marketing strategies with the goal of brand building, driving traffic to retail, and growing the consumer share
- Worked with the consumer insights team to identify areas of growth, understand business needs, and profit objectives
- Partnered with integrated agency and cross functional teams to manage and execute brand campaigns, launch new products ensure brand positioning is relevant and innovative to target consumer

2022 - 2023 • Senior Executive Producer • All Terrain

- Led on the production and execution of high-volume and visibility experiential events for clients including including Nike, Cheez It, Quaker Oatmeal, Guinness and PepsiCo
- Collaborated on creating and executing innovative strategies and experiences within client budget with the goal to reach target consumers and exceed client expectations
- Provided leadership and mentoring to junior team members and prepared and implemented event activation documents and processes for production department

2019 - 2023 • Senior Account Executive, BACARDÍ • Team Enterprises

- Developed & managed marketing campaigns for the Multicultural department that focused on LATINX & AFAM consumers for BACARDÍ portfolio brands including BACARDÍ Rums, BACARDÍ Premium, Grey Goose & Bombay Sapphire
- Managed a team of 9 Lifestyle Curators across 6 markets ensuring KPIs were met for consumer samplings, happy hours, dinners and tentpole events

Event Producer, BACARDÍ • Team Enterprises

- Led the execution of Tequila Cazadores events, overseeing all producers, contractors, venue relationships, and ensuring all elements of the event execution ran flawlessly, on time and within budget
- Supported the brand director and participated in planning and pitching of strategy, ideas, feasibility, and execution of events for brand marketing campaigns

2016 – 2017 • Account Manager • 360 Destination Group

- Produced destination experiences for financial & insurance clients including city tours & activities, team building outings, dine arounds, décor & entertainment
- Collaborated with sales team to develop proposals, contracts & program financials that aligned with client needs and budget
- Sourced & managed vendors for each component of the program and acted as a liaison with operations during final program development and fulfillment
Award: 2016 Whole Brain DMC Champion; Austin, TX

2013 – 2015 • Internship - Sales Coordinator • PRA Business Events

- Supported sales team by managing schedules, creating sales kits, identifying new business opportunities, and creating capabilities deck for potential clients
- Managed approximately 35 field staff, including scheduling and processing time sheets & expense reports
- Coordinated site visits and assisted event producers in creating customized proposals and costing sheets for programs
- Developed inventory database of assets for the in-house fabrication team and assisted in creation of floral decor as needed