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#### SUMMARY OF EXPERIENCE:

Over twelve (12) years of experience in marketing and event planning and is an Independent Marketing Consultant. Responsible for advising as well as formulating marketing strategies in order to help launch clients' products and services effectively, while also collaborating with clients' advertising and public relations departments so as to create successful and unified plans.

#### STARRY NIGHT - PEDIATRIC BRAIN TUMOR FOUNDATION

January 2015 to Present (VOLUNTEER)

- Community Outreach Lead for Houston, Texas.
- Distributes marketing materials.
- Obtains media coverage for events.

#### TEAM CHALLENGE - CROHN'S AND COLITIS FOUNDATION OF AMERICA

June 2014 to September 2014 (CONTRACT)

- Team Challenge Brand Ambassador for Houston, Texas.
- Coordinates all fundraising and lifestyle events in Houston, Texas.
- In charge of recruiting fundraisers, reporting, and recapping.

#### INSPIRA MARKETING GROUP

August 2012 to March 2014 (CONTRACT)

- Market Manager for Rex Goliath Wines.
- Coordinated Rex Goliath Wines events for On and Off-Premise accounts in Houston.
- Coordinated twenty-one special events.
- In charge of hiring spokes models, managing spokes models, and payroll.
- Prepared weekly reports recapping events as well as preparing and placing point-of-sale material.
- Additional Market Manager contracts under Inspira- Chase United, Knob Creek, Microsoft, and L'Oreal.

#### TILT THEORY, LLC

June 2012 to August 2012 (CONTRACT)

- Market Manager for Maestro Dobel tequila.
- Coordinated Maestro Dobel events in top fifty accounts in Chicago.
- Coordinated special events in partnership with companies such as Nike, Filter Magazine, and Michigan Avenue Magazine.
- In charge of organizing and planning of VIP sponsorship at 2012 Chicago Lollapalooza and official Lollapalooza after parties.
- In charge of hiring spokes models, managing spokes models, and payroll.
- Prepared weekly reports recapping events as well as preparing and placing point-of-sale material.

### EVENT PRO STRATEGIES

May 2012 to August 2012 (CONTRACT)

- Market Manager of the Samsung Galaxy S III launch in Chicago.
- Responsible for managing a staff of thirty, setting weekly schedule, and payroll.
- Prepared daily reports recapping event action and submitted directly to client.

### TWO DOTS PRODUCTIONS

April 2012 to May 2012 (CONTRACT)

- Tour Brand Ambassador for Microsoft Windows mobile phones.
- Visited eight retail locations a day to train T-Mobile and Sprint sales representatives about the phones.
- Tour lasted for six weeks and went through Illinois.

### EXECUTIVE TRAVEL DIRECTORS

January 2012 to June 2012 (CONTRACT)

- Brand Advocate of the partnership between W hotels of Chicago and Acura.
- Responsible for organizing Acura car rides for W hotel guest.
- Responsible for knowing information on Acura vehicles.

### LOCAL FLYER DISTRIBUTION

October 2010 to February 2011, September 2011 (CONTRACT)

- Market Manager of the Houston 2011 Avon Walk for Breast Cancer.
- Responsible for distribution of 2011 Avon Walk for Breast Cancer marketing material in Houston market.
- Market manager for Edible Arrangements in New York City.
- Managed a 40 person street team to promote Edible Arrangements.

### INTERSPORT, INC.

July 2010 to October 2010 (CONTRACT)

- Spokesperson for GMC and Buick.
- Responsible for knowing information on GMC and Buick vehicles.
- Promote GMC and Buick vehicles at sponsored events and generate leads for Houston dealerships.

### MANOR ON WASHINGTON

July 2009 to February 2010

- Public Relations Director of Manor on Washington.
- Responsible for all media releases and organizing all events at Manor on Washington.
- Responsible for happy hour traffic at Manor on Washington.

### RELEVENT

May 2009 to August 2009 (CONTRACT)

- Market Manager for Heineken Light summer program.
- Coordinated Heineken Light events at top five patio venues in Houston.
- Responsible for hiring spokes models, managing spokes models, and managing payroll.
- Prepared weekly reports recapping events as well as preparing and placing point-of-sale material.

### TOTAL EVENT SOLUTIONS

April 2009 to August 2009 (CONTRACT)

- Market Manager for Saturn.
- Responsible for knowing information on Saturn vehicles and maintaining three Saturn vehicles.
- Promote Saturn vehicles at Houston area malls and generate leads for Houston dealerships.
- Prepared weekly reports for clients.

### BRONX BAR

July 2008 to May 2009

- Director of Marketing for all locations.
- Organized two theme parties a month.
- Planned charity events, happy hours, and other special events.

### KREATE

April 2008 to June 2008 (CONTRACT)

- Field Manager on and off premise for Davidoff.
- Presented Davidoff cigarettes to 160+ key retail accounts.
- May 9<sup>th</sup> launch date that introduced Davidoff to the USA for the first time.

### GLAZER'S

October 2007 to March 2008

- Sales Representative for the Galveston and Clear Lake area.
- Managed over 150 accounts that include bars, restaurants and nightclubs.
- Directed the placement and promotion of Diageo and Moet Hennessy products.
- Responsible for the total growth within the territory.
- Design menus, and set up programs with the goal to increase the bottles sold for Diageo and Moet Hennessy.
- Completed weekly reports & conducted account audits.

### 141 WORLDWIDE

July 2007 to October 2007 (CONTRACT)

- Marketing Manager for Hpnotiq and Pama.
- Coordinated promotional events at top tier venues throughout the Houston area.
- Conducted market research and established matrix for prime product exposure.
- Organized large scale events and sampling with multiple night clubs and restaurants with an average of twelve per week.
- Responsible for hiring spokes models, managing spokes models, and managing payroll.
- Prepared weekly reports recapping events as well as preparing and placing point-of-sale material.

### FIELD SOURCE

April 2007 to July 2007 (CONTRACT)

- USA Tour Manager for Grand Marnier.
- Covered ten major cities conducting up to fifty large scale promotional events in each location.
- Conducted account audits and prepared weekly reports highlighting successes of events and noting crucial areas to be focused on as well as prime market targets.
- Maintained a staff of thirty or more spokes models in each city.

- Responsible for employee payroll and expenses.
- Responsible for six branded company vehicles.

MOBILE MEDIA ENTERPRISES

February 2007 to March 2007 (CONTRACT)

- In Market Manager for Cingular at Houston Livestock Show and Rodeo.
- Maintained a staff of twenty.
- Prepared weekly reports recapping event activity.
- Responsible for all interactions with media.

FREE CAR MEDIA

November 2006 to January 2007 (CONTRACT)

- Market Tour Brand Ambassador for AT&T Mini Yellow Pages.
- Responsible for driving branded company vehicle.
- Promoted AT&T Mini Yellow Pages through guerilla marketing.

TRILOGY, LLC

March 2006 to June 2007 (CONTRACT)

- Tour Brand Ambassador for Dr. Pepper “Berries and Cream”.
- Toured throughout the West Coast to multiple universities and restaurants promoting the new Dr. Pepper brand.
- Responsible for driving three branded company vehicles.

ELITE MARKETING GROUP

December 2005 to February 2006 (CONTRACT)

- Tour Brand Ambassador for TracFone.
- Assisted in setting up distress stations for Hurricane Katrina victims.
- Tour covered Texas, Louisiana, Mississippi, and Alabama.
- Distributed mobile phones to distressed persons after assisting them with FEMA paperwork.
- Prepared FEMA identification files and letters.
- Set up mobile accounts after government approval.

ADDITIONAL INFORMATION:

University of California, Berkeley Extension

Marketing ETC 5/2016

International Special Events Society (ISES)

Certified Special Events Professional ETC 1/2016

Event Planners Association (EPA)

Member 2015