

# MASELE IVEY

EVENTS • DEMAND GENERATION

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## PROFESSIONAL SUMMARY

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Strategic event marketer with ten years of experience driving pipeline growth through innovative activations, managing multimillion-dollar budgets for global conferences and retreats, and streamlining processes to maximize team efficiency. Adept at crafting scalable strategies, enhancing virtual and in-person experiences, and delivering results through a people-first, collaborative approach.

## CORE COMPETENCIES

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- Strategic Event Planning & Execution
- Data-Driven Decision Making
- Stakeholder Management
- Team Leadership & Collaboration
- Budget Management & Vendor Negotiation
- Creativity & Innovation in Event Design

## TECHNICAL SKILLS

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- CRM Platforms: Salesforce, Hubspot, Pardot
- Event Tools: Cvent, ON24, GoToWebinar
- Content Management: WordPress
- Productivity Tools: Google Workspace, Microsoft Office, Jira by Atlassian

## PROFESSIONAL EXPERIENCE

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### DEFENSE UNICORNS – Event Marketing Manager

03/2024 – 01/2025

- Spearheaded the development and launch of the company's first-ever events program, creating a structured framework for internal and external events.
- Increased lead volume by 35% through tradeshow activations and hands-on workshop series.
- Collaborated with leadership to align event objectives with company goals and OKRs, ensuring a comprehensive events strategy.
- Implemented the company's first CRM system, improving lead tracking and follow-up processes by 30%.
- Directed a three-day company-wide retreat for over 200 employees, achieving 98% satisfaction and enhancing team engagement.

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## **11:11 SYSTEMS (Formerly iland Cloud) – Sr. Demand Generation Manager**

07/2019 – 01/2024

- Directed \$2M+ event budgets for large-scale conferences, webinars, and employee-facing events across North America, EMEA, and APAC.
- Led the company's largest-ever kickoff event for 1,000 global employees, fostering engagement and culture alignment.
- Organized the first-ever incentive trip for 100+ high-performing employees, managing travel logistics and curated experiences.
- Integrated ON24 webinar platform, reducing setup time by 30% and enhancing attendee experience.
- Developed event planning playbooks, sharing best practices to streamline processes company-wide.

## **BAYLOR GENETICS – Marketing Manager**

07/2015 – 07/2019

- Managed in-person events, including tradeshows, aligning marketing strategies with event objectives to boost brand awareness and lead generation.
- Increased tradeshow engagement by 18% through interactive product demos and social media marketing.
- Coordinated internal events such as Lab Week, fostering camaraderie and celebrating employee contributions.
- Assisted in creating marketing materials, including brochures, social media content, and email communications.

## **U.S. NAVY – Hull Technician, Petty Officer 3rd Class**

07/2005 – 07/2009

- Developed teamwork and leadership skills in high-pressure environments.
- Applied strategic problem-solving and adaptability in critical scenarios.

## **EDUCATION**

Hawaii Pacific University

Bachelor of Science, Advertising & Public Relations, 2014

## **SOFT SKILLS**

- Creativity & Problem-Solving
- Communication & Collaboration
- Leadership & Emotional Intelligence
- Adaptability & Strategic Thinking