

# LIANA COOK



## ABOUT ME

Results-driven hospitality professional with 5+ years of experience planning and managing events across corporate, non-profit, and association sectors. Currently leading high-profile, complex events at Redstone Agency, creating seamless, impactful experiences that drive revenue, exceed client expectations, and foster innovative, collaborative solutions.

## EDUCATION

Toronto Metropolitan University | 2017 - 2021

**Bachelor of Commerce**, Hospitality & Tourism Management | **Minors** in Sales Management & Service Quality, and Organizational Leadership

## EXPERIENCE

### Event Manager

Redstone Agency | Toronto, ON

May, 2025 - Present

- **Strategic Event Oversight:** Lead the planning and execution of high-profile and complex events, including conferences and workshops for 200-900+ attendees, ensuring seamless delivery and alignment with client objectives.
- **Financial & Revenue Leadership:** Manage large-scale budgets, optimize financial outcomes, and implement advanced event and beverage sales strategies.
- **Team & Vendor Leadership:** Oversee multiple cross-functional teams, vendors, and on-site staff to maintain operational excellence and regulatory compliance.
- **High-Profile Client Management:** Serve as primary contact for high-profile clients, delivering customized event solutions and proactive problem-solving.
- **Performance & Insights:** Evaluate event success using performance metrics, provide strategic recommendations, and oversee post-event reporting, accounting, and inventory management.

### Event Planner

January, 2024 - May, 2025

- **Event Execution:** Managed the full lifecycle of workshops and conferences, including setup, on-site execution, and teardown.
- **Budget & Revenue Support:** Managed event budgets up to \$100k and ensured financial efficiency.
- **Client Support & Communication:** Maintained client relationships, ensured requests were met, and resolved issues proactively.
- **Service & Compliance:** Ensured operational protocols, service standards, and regulatory requirements were consistently followed.
- **Post-Event Reporting:** Assisted with accounting, inventory tracking, and evaluating event outcomes for continuous improvement.

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## EXPERIENCE

### **Workflow & Meeting Coordinator** | Conference Centre

CIBC | Toronto, ON

October, 2021 - December, 2023

- Coordinated 480+ meetings and events in a 200,000 sq. ft. space, managed budgets effectively.
- Handled meeting requests, maintained high-touch excellence, and provided data-driven decision-making.
- Streamlined event coordination procedures, improving efficiency across the Corporate Events team.

### **Hospitality Coordinator** | Corporate Events

CIBC | Toronto, ON

May, 2021 - October 2021

- Supported Corporate Events team in logistics, planning, and operations.
- Assisted in developing SOP and Guiding Principles for the Concierge program.
- Aided in planning and executing Conference Centre operations and activations.

### **Heritage Coordinator**

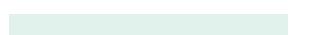
Destination Stratford | Stratford, ON

May, 2018 - August, 2018

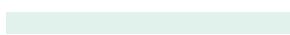
- Conceptualized and managed two compelling heritage-based tours, captivating over one million annual visitors in Stratford.
- Collected valuable demographic data while fostering connections with new guests and nurturing relationships with returning visitors.
- An outstanding 97% increase in tour attendance through strategic engagement on social media platforms and word-of-mouth promotion.

## SKILLS & COMPETENCIES

### *Interpersonal*

Communication	
Adaptability	
Time Management	

### *Technical*

Microsoft 365	
Canva	
Pheedloop	

## CERTIFICATIONS

SMART Serve - exp. 2027

Cvent (Event Professionals) Online - 2020

Sustainable Events for Busy People - 2020

We've Been Expecting You (WBEY) - 2017

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