

Liana Cook

Toronto, ON

(519) 274 – 1373

liana.t.cook@gmail.com

ABOUT ME

Event and hospitality professional with progressive experience across corporate, non-profit, and tourism sectors, bringing 5+ years of hands-on event management experience, from strategy development to post-event evaluation. With a proven track record of delivering high-impact events, driving revenue through client-focused solutions, and building strong stakeholder relationships.

EDUCATION

Toronto Metropolitan University, **Bachelor of Commerce**, Hospitality & Tourism Management

EXPERIENCE

Event Manager

Redstone Agency | Toronto, ON

May, 2025 - Present

- Manage end-to-end delivery of complex conferences, workshops and corporate/association events for 100–900+ attendees.
- Develop tailored event strategies aligned with client objectives, audience needs and budgets, managing programs of up to \$800K+.
- Lead cross-functional teams and vendors across all event workstreams, including venue, AV, catering, registration, production and logistics.
- Manage client relationships from initial consultation through execution and post-event follow-up, identifying opportunities for program enhancement and repeat business.
- Proactively manage risk, troubleshoot onsite challenges and leverage event technology to deliver seamless, high-quality attendee experiences.

Event Planner

January, 2024 - May, 2025

- Coordinated full event lifecycle including client communication, logistics, budgeting, and execution.
- Conceptualized and directed social media strategies to support conference objectives and enhance audience engagement.
- Supported revenue goals by aligning event scope with budget parameters and identifying efficiencies.
- Served as primary contact for clients, delivering customized event solutions and proactive problem-solving.
- Evaluated event success using performance metrics, provide strategic recommendations, and post-event reporting.

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Workflow & Meeting Coordinator | Conference Centre

CIBC | Toronto, ON

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October, 2021 - December, 2023

- Coordinated 480+ meetings and events in a 200,000 sq. ft. space, managing booking requests and scheduling.
- Acted as a primary point of contact for internal clients, translating requirements into tailored event setups.
- Delivered high-touch client service, supporting repeat utilization and strong internal relationships across internal departments.
- Streamlined event coordination processes to improve operational efficiency across the corporate events team.

Hospitality Coordinator | Corporate Events

CIBC | Toronto, ON

May, 2021 - October 2021

- Supported the 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 marketed heritage walking tours, exceeding prior year attendance by 97% through targeted social media campaigns and word-of-mouth promotion.
- Collected and analyzed demographic data to inform marketing and programming decisions.

SKILLS & COMPETENCIES

- **Event Management Software:** Cvent, Phedloop, Wild Apricot, EMS, and Social Tables
- **Relationship Management:** Consultative sales, stakeholder relationship building & retention
- **Business & Operations:** Event budgeting & financial tracking, reporting & data analysis, post-event reporting, Microsoft 365
- **Project Management:** Scheduling, deliverable tracking, task delegation
- **AI & Workflow Optimization:** Leveraging AI tools to streamline event workflows, develop templates and documentation.