



JUANA TATIANA ESTRADA

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SUMMARY

Strategic Event Manager with 8+ years of experience leading large-scale live, virtual, and hybrid events for global brands including Google, Salesforce, and CrowdStrike. Skilled in venue sourcing, contract negotiation, and stakeholder engagement, with proven expertise in Cvent, budget management, and vendor partnerships. Recognized for delivering innovative, high-impact event experiences that align with business objectives while mentoring teams and fostering collaboration.

WORK EXPERIENCE

Senior Event Manager, Latinas in Tech

Nov 2021- Present

- Spearheaded content strategy and logistics project management for two flagship Latinas in Tech Summits, including the 2025 edition, curating agendas with 87 speakers across 50+ sessions over three days.
- Increased virtual event attendance by 10% through targeted promotional strategies and stakeholder engagement.
- Managed a robust calendar of 80+ annual events, ensuring seamless execution and alignment with member and chapter needs.
- Executed digital marketing campaigns that resulted in a 25% increase in sign-ups, demonstrating data-driven decision-making.
- Created an annual sponsorship package projected to generate \$150K in revenue, driving organizational growth through partner engagement.

Event Coordinator, 1871

Dec 2019 - Oct 2021

- Planned and executed 60+ in-person and virtual events annually, boosting attendee satisfaction by 15% and increasing partnerships by 5%.
- Produced a weekly events newsletter and led website enhancements, strengthening relationships with partners including the Merchandise Mart, accelerators, and university affiliates.
- Improved event efficiency by 20% and cut costs by 25% through process optimization and feedback-driven improvements.
- Collaborated cross-functionally to identify event opportunities, resulting in a 10% increase in attendance and 20% revenue growth.

Events & Recruitment Coordinator, DePaul University

Jun 2017- June 2019

- Directed the planning and execution of 8 Career Fairs and 4 networking events at DePaul University, streamlining registration processes and event programming to enhance participant experience, resulting in a 20% increase in attendee satisfaction ratings.
- Managed DePaul University's Career Fair payment database with precision, ensuring accurate financial transactions for participating companies and maintaining a 100% error-free payment record, fostering trust and credibility among event stakeholders.
- Oversaw an extensive events calendar with over 80 annual events, fostering engagement among online members and Latinas in Tech Chapters, ensuring seamless event execution in alignment with organizational goals.
- Pioneered the launch of DePaul University's inaugural Diversity Career Fair, establishing a platform that facilitated meaningful connections between diverse talent and recruiters, resulting in a 30% increase in employer diversity initiatives and amplifying the university's commitment to inclusion and diversity in recruitment efforts.

EDUCATION

Bachelor of Arts, Communications

June 2015-June 2019

DePaul University

- Major in Communications Studies
- Concentration in Latino Media Studies

PROJECTS

Latinas in Tech x Korbel

Spearheaded the partnership between Latinas in Tech and Korbel® California Champagne in the capacity of Project Manager for the inauguration of Luminarias, a virtual art exhibition celebrating 30 influential Latina figures in STEM. This initiative culminated in the production of personalized NFT portraits, prominently displayed within an immersive VR gallery. Furthermore, I supervised the comprehensive implementation of the Luminarias project, directing the creation of the virtual exhibition utilizing Wordpress, Opensea, and Spatial.io technologies. This meticulous oversight resulted in a 95% project completion rate, all accomplished within the established timeframe and budget constraints.

HARD & SOFT SKILLS

- Strategic Event Planning
- Client Relationship Management
- Contract Negotiation and Administration
- Cross-functional Team Leadership
- Crisis Management and Problem-Solving
- Detail-Oriented Project Management
- Microsoft and Google Suite Proficient
- Marketing and Promotion Strategy
- Event Lifecycle Management (Live, Virtual & Hybrid)
- Venue Sourcing & Contract Negotiation (Cvent)
- Budget Oversight & Financial Reconciliation
- Vendor & Partner Management (Hotels, AV, DMCs, Transportation)
- Executive & Stakeholder Collaboration
- Registration Platforms & Technical Rehearsals
- Virtual Event Platforms (Zoom, ON24, Hopin, MS Teams, Webex)
- CRM & Event Tools (Salesforce, Cvent, StreamYard, Vimeo Live)