

CATLEYA SORNMAYURA

EVENT & PROJECT MANAGER
GRAPHIC DESIGNER

 786-325-1421

 catleyasornmayura@gmail.com

 /catleyasornmayura

 www.meetcatleya.com

EDUCATION

CAREER FOUNDRY | 2022

UX/UI Design Program
Intensive Course on UX Design
Portfolio: www.meetcatleya.com

UNIVERSITY OF MIAMI | 2014

Bachelor of Music | Music Business
& Entertainment Industries
with Percussion Principle
Minor in Public Relations

SKILLS & TOOLS

- Figma, Adobe XD, Sketch
- Adobe Creative Suite
- Salesforce & other CRMs
- Product launches
- Project management tools
- Branding & visual design
- UX Techniques like wireframing & prototyping
- Training & public speaking
- Social media business platforms
- Mac & Windows
- Fluent in English, Thai & conversational Spanish
- Certified Wedding & Event Planner
- Piano (15 yrs), Percussion (6 yrs)

CAREER SUMMARY

Event management professional with 10 years of experience, and aspiring UX/UI designer. Well-versed in product launch, event sales, luxury guest experiences, event operations, branding, and design processes.

PROFESSIONAL EXPERIENCE

RECORDING ACADEMY / GRAMMYS *2022-Present*
Project Manager, GRAMMY U *Remote / Nashville, TN*
GRAMMY U Expansion Launch Lead

- Lead GRAMMY U membership expansion launch project on a two-person team in three-month period. Launch elements includes website redesign, creation of 2 applications, production shoots, marketing communications, branding/creative components, press and publicity, and interdepartmental training post-launch.
- Work on end-to-end process for GRAMMY U events nationwide, including events hosted during GRAMMY Week, SXSW, and the GRAMMY U Conference. Includes talent, logistics, production, goals, budgets, partnerships, marketing and execution.
- Collaborate with local Chapter cities to streamline, coordinate and execute 70+ events annually (virtual and in-person).
- Manage, train and guide 14 Student Reps nationwide and provide a comprehensive and robust mentorship experience.

GRAND HYATT NASHVILLE *March 2020 - Jan. 2022*
Event Sales Manager, Pre-Opening Team *Nashville, TN*

- Managed all segments of event process (meetings, social, weddings, outlet buyouts) from contracting to execution
- Worked alongside Director of Events to develop all event processes and menus in preparation for hotel opening
- Executed high volume of events (up to 50 events/month), with catering revenues of \$250K+/month in a two-person team
- Worked with newly developing processes and adapted to various venue spaces within 100,000+ sq. feet of event space
- Execute large galas and conferences, including multi-day activations, and groups up to 1,000 attendees
- Align efforts with hotel stakeholders and luxury clientele

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E V E N T & P R O J E C T M A N A G E R
G R A P H I C D E S I G N E R

ADDITIONAL PROFESSIONAL EXPERIENCE

THE KITS & PIECES CO.

2018 - Present

Owner / Designer

Remote / Online Shop

- Online shop for uniquely themed party boxes, including tableware sets, balloon garlands, and other handmade add-ons
- Handle all aspects of the company, including design, production and marketing;
www.thekitsandpieces.com. IG: @thekitsandpieces

SLS BRICKELL / SLS LUX BRICKELL

Jan. 2019 - March 2020

Complex Catering & Conference Services Manager

Miami, FL

- Handled all corporate events and weddings at SLS Brickell from tastings, walkthroughs to day-of execution
- Detailed and serviced more than 100 conference groups and hotel room blocks for both properties from turnover to closing of final bill as sole CSM for both properties
- Worked closely with Sales managers and Banquets and Culinary teams to ensure thorough communication of client expectations
- Arranged all food and beverage details through detailed BEOs and floorplans
- Handled all group reservations and coordinate offsite logistics as needed.
- Handled VIP clients for both weddings and corporate groups
- Led weekly Group Resume meetings, and Pre-Cons as needed

THE BILTMORE HOTEL

Sept. 2016 - April 2018

Conference Services Coordinator

Coral Gables, FL

- Assistant to the Director of Catering and Conference Services
- Assistant to three Conference Service Managers with 150-200 groups a year
- Experienced in servicing at a luxury resort property
- Worked closely with domestic, international and high profile clients
- Coordinated all in-house events
- Created and distributed BEOs, processed leads