



EXPERTISE

*Contract Negotiating
Customer/Client Relations
Entertainment Booking
Event Décor
Event Design
E-mail Marketing
Flight Schedule Coordination
Budget Management
Internal/External
Communication
Logistics Management
Marketing Campaign
Development
Marketing Material Development
Passport Procedures
Project Management
Protocol Management
Travel Planning
Vendor Management
Volunteer Management*

TECHNICAL SKILLS

*Adobe InDesign
Adobe Photoshop
Basic HTML
Constant Contact
CSS Comprehension
Microsoft Office
Eloqua
ExactTarget
Google Analytics
Google Webmaster Tools
Travel Booking Systems*

Innovative, results-proven, travel logistics, event development, management and marketing professional, providing comprehensive experience in travel planning, event planning and management. Producing experiential experiences, which meet or exceed the client's or organization's expectations. Always radiates a "can do" attitude.

Career Highlights

- Government group travel and lodging logistics for teams from various locations to meet in various countries at scheduled times.
- United States Air Force – Design of ceremony décor, centerpieces, the orchestration of the lighting and stage set-up protocol.
- National Harbor Fashion Show – Custom made design of the reflective water like runway. Orchestration of stage lighting drapes and concert. Design of VIP red carpet and post reception for the high-profile attendees, such government officials, dignitaries, professional athletes and entertainment professionals.
- North American Cystic Fibrosis Conference – Organization of yearly trade show and travel logistics for Cystic Fibrosis Services Pharmacy participation of over 3,000 attendees, which includes booth design, invitation design, printing and mailings. Execute official meet & greet for doctors and nurses. Special marketing programs such as the design of a hotel key-card for marketing.
- Northern Virginia Fashion Week - Host committee member and the event planner in charge of the front-of-house operations, securing in-kind sponsorships, event design, volunteer management and customer relations.
- G.I. Film Festival - Provides event set-up and break-down assistance. Manage the onsite accommodations of VIPs such as veterans, government officials, dignitaries, directors and actors; and, customer relations.
- South Carolina State University - Responsible for the management of budgets of \$1 Million+, talent and student travel, planning, marketing and managing all student and community outreach activities. Conceptualizing and orchestrating the first stadium concert in university's history. Development of fundraising events for student activities. As a result of my leadership, student and community participation increased over 50 percent and a surplus in revenue.

Shondra Cheris

Travel Concierge & Agency Owner | Event Management & Design

202-596-1913

LiveWire99@gmail.com

Relevant Experience

08/2000 – Present; **LiveWire 99 Entertainment;**
Woodbridge, VA

- Conceptualizing and designing special events, fundraisers and conferences for various clients with great attention to detail
- Management of database for donors and/or attendees
- Development and implementation of interactive marketing, advertising initiatives
- Develops, plans, designs and executes high profile events, meetings, festivals, fundraisers, private parties, and concerts
- Devise and coordinate event security and safety plans
- Management of special events and trade shows with upwards of 3,500 attendees
- Plans, coordinates, analyzes, and evaluates administrative requirements and operations
- Understanding of various government and military personnel protocols
- Well verse in working with celebrities, national and international government officials, elite military personnel and various other individuals

10/2013 – Present Shondra Cheris Travel Concierge

2/2016 – Present Black Will Travel

- Evaluate, research, recommend and organize travel plans for individuals, groups and business travel
- Knowledgeable of various travel software and reservation systems
- Partners with well-known U.S. and International airline suppliers
- Ability to secure consolidator/unpublished airfare, yachts, rental cars, etc.
- Provides unique lodging accommodations to include, homes, apartments, yachts, etc.
- Provides unique travel experiences organized with business that are local to the destination
- Works diligently and quickly to resolve issues

Education

South Carolina State University

Bachelors of Science in Business Marketing, Completed 2000

Association to Advance Collegiate Schools of Business International Accreditation

Career Progression

Aquent (CISCO/Tandberg); Washington, D.C.; Online/Web/Marketing Talent (Contract); 2/2009 – 4/2010

eSkillz, Inc.; Washington, D.C.; Senior Project Manager (Contract); 11/2007 – 6/2008

Cystic Fibrosis Services Pharmacy; Bethesda, MD; Web Manager/Marketing Coordinator 8/2004 – 11/2007

Vogl Communications; Washington, D.C.; Public Relations Assistant/Website Manager; 9/2002 – 4/2003

Levi Strauss & Co.; Washington, D.C.; Merchandising Coordinator; 1/2001 – 8/2002

LiveWire99.com | Travel.ShondraCheris.com | ShondraCheris.com | BlackWillTravel.com

LiveWire99@gmail.com 202.596.1913

CERTIFICATIONS

IATA/IATAN

Federally Certified EDWSOB

Small Micro Woman & Minority Owned

Disadvantaged Business Program

Airport Disadvantaged Business

Enterprise Program

Google Small Business Supplier Diversity
Program

RECOGNITION

CNN.com

Bride & Groom Magazine

NBCNews.com

Rapaport Magazine

Virginia Bride Magazine

COMMUNITY OUTREACH

Carpenter Shelter for Homeless Children
& Adults

D.C. Child and Family Services

English Tutor in Seoul, Korea

G.I. Film Festival

Habitat for Humanity