

**LAURALEE BROOKS MCHUGH**

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**EDUCATION**

**University of South Carolina - School of Hospitality, Retail & Sports Management**

**Bachelor of Science in Sport and Entertainment Management**

**Major:** Sport and Entertainment Management

**GPA:** 3.5

Columbia, South Carolina

January 2015 – May 2018

**WORK EXPERIENCE**

**MEDICAL UNIVERSITY OF SOUTH CAROLINA – HOLLINGS CANCER CENTER**

DEVELOPMENT COORDINATOR

Charleston, South Carolina

August 2022 – Present

- Responsible for processing all donations to the cancer center. Organize and send acknowledgment letters to over 5,000 donors.
- Liaison for all 3<sup>rd</sup> party donor events. Assist with marketing the events and day of execution. Attend and organize check presentations. Plan, coordinate and execute all advisory board meetings.
- Assist with planning, coordinating and executing annual signature events (Golf Tournament, Regatta, Gourmet and Grapes).
- Assist with organizing live and silent auction items for all signature events.

**WASHINGTON COMMANDERS**

MANAGER, EVENTS

Landover, Maryland

April 2022 – July 2022

- Responsible for the operational aspects of planning, coordinating, and executing of all commercial events at FedExField and off site locations (Partner Golf Tournaments, Partner Away Trips, Rebrand events, Ticketing Sales Events) – Approximately 60 events a year.
- Determined all logistical needs to communicate/coordinate necessary services with all internal departments including Guest Services, Security, Facilities, Conversions, Cleaning, A/V and Food and Beverage.
- Hired, trained, and managed department interns as well as part-time event managers to assist with events.

EVENT COORDINATOR/SPECIALIST

June 2019 – April 2022

- Planned and managed Ticketing Relocation and Select A Seat stadium event for current and new season ticket members which brought in \$5.5 million and 1,500 guests over the 3 day event.
- Managed corporate partner suite and exclusive events on gamedays for 100+ guests.
- Managed Commanders contractual signed merchandise items for team partners and distribute.

TICKET SALES AND SERVICE COORDINATOR

August 2018 – June 2019

- On-site Service representative during Washington Redskins games and FedExField events; interface with Redskins season ticket members and event attendees to provide a high level of event satisfaction
- Event planning and logistics for season ticket members, prospective members, and Group Ticket Partners.
- Planned events for VIP season ticket members at FedExField, Redskins Park and Richmond training camp such as interacting with Redskins executives, stadium/park tours, game day player access, tours of broadcast studios.

CLIENT SERVICES – INTERN

May 2018 – August 2018

- Correspond with clients through 50+ daily calls and emails to gain feedback on their membership experience and ensure accurate account information
- Assist with the execution of VIP offseason events, such as Chalk Talks, Season Ticket Member Happy Hours, and numerous other events.
- Experience with several critical sports industry ticketing systems, including Archtics and Microsoft CRM.

**IT SKILLS:** Microsoft Word, Excel, PowerPoint, Social Tables, Archtics, ABI, Zoom and Teams/video meetings and events, Raisers Edge, Greater Giving.