

# Leah Streeval

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Nashville, Tennessee

## About Me

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Passionate event professional with 10+ years of experience planning and executing high-impact experiences — from celebrity galas to corporate activations. Known for calm under pressure, polished guest hospitality, and strategic leadership from concept to execution. I bring vision, detail, and warmth to every event I touch — whether I'm leading logistics or stepping in as day-of support.

## Experience

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### Property Manager & Concierge Lead

January 2025 - Current

Stay Elite / SkyShare | Nashville, TN

- Manage turnover and presentation of luxury short-term rental properties, including vendor coordination, inventory stocking, staging, and quality control  
Oversee Airbnb guest experiences from check-in to post-stay follow-up, maintaining 5-star service standards and fast response time
- Lead communication between property owners, maintenance teams, and cleaning crews to ensure timely turnovers and streamlined operations
- Coordinate emergency support, supply orders, and vendor troubleshooting during high-pressure turnover days

### Freelance Event Producer/Assistant

May 2012 - Current

Provide end-to-end support for event execution, styling, balloon décor, and guest experience across private, nonprofit, and branded events. Collaborate with leading planners and creative agencies to bring event visions to life with a calm, resourceful approach.

Top examples include:

- **Love, Leah Events** – Founder of boutique planning company: event coordination, design, and concierge services
- **Balloons & Confetti 615** – Assistant to owner and balloon designer; solo setups
- **Social Bliss Events** – On-site support for weddings, brand launches, and private events
- **Hey Hey! Creative** – Part of execution team for creative activations and events
- **Host & Toast Luxury Events** – Event day support for upscale celebrations and luxury gatherings

### Event Manager

February 2024 - January 2025

For Others Collective | Franklin, TN

- Planned, organized, and executed high-profile events to raise funds and increase awareness for foster children and families.
- Built and maintained strong relationships with high-profile clients, delivering unforgettable experiences for celebrities and VIPs.
- Acted as the main point of contact for events, providing impeccable customer service and ensuring client satisfaction.
- Recruited, trained, and supervised event volunteers, ensuring smooth event execution.
- Coordinated event logistics, including guest lists, invitations, RSVPs, and registration processes.
- Maintained event databases, records, and documentation accurately.
- Sourced and negotiated contracts with vendors and service providers, ensuring cost-effectiveness.
- Developed and managed event budgets, ensuring financial goals are met.

- Strategized and executed over 20 lead-generating and nurturing events annually, including tradeshows, sponsorships, and webinars.
- Managed end-to-end logistics for exhibiting, including sponsorship registration, payment processing, booth setup, lead retrieval, and shipping coordination.
- Planned, promoted, and hosted accredited webinars, achieving a 62% attendance rate from RSVPs and generating over 1,000 new accounts.
- Designed and maintained landing pages on the company's WordPress website and implemented website updates for career posts, events, and promotions.
- Coordinated and trained sales teams for tradeshows, providing detailed informational resources to ensure alignment with goals.
- Supervised marketing materials and promotional inventory, including creating branded PowerPoint presentations, social media posts, and nurture mailer campaigns.
- Contributed to rebranding efforts following a company acquisition, enhancing brand consistency across materials and digital platforms.
- Pioneered and managed marketing initiatives such as a certified webinar program for APA, SHRM, NASBA, and HRCI, as well as client and employee gifting campaigns.

**Marketing Manager, Special Events & Marketing Coordinator**  
LTC Language Solutions | Indianapolis, IN

May 2013 - September 2018

- Led the marketing team, overseeing task delegation, project management, and adherence to timelines while managing an annual marketing budget to drive strategic initiatives.
- Orchestrated high-profile events tailored for C-suite executives, including collaborations with professional athletes from WWE and LPGA.
- Represented the company alongside the CEO at conferences and networking events, enhancing partnerships and visibility.
- Directed monthly staff meetings across five locations, fostering communication for 50+ staff members, and contributed to leadership team decision-making.
- Redesigned and maintained the company website and blog, optimizing content for engagement and visibility.
- Strategized and executed nationwide tradeshows (10-15 annually), managing booth design, logistics, and promotions, personally manning five events each year.
- Developed and designed marketing materials, social media campaigns, and branded collateral, ensuring a cohesive brand image.
- Organized internal and external events, including a multi-day staff retreat for 50+ employees, and implemented comprehensive event plans, coordinating venues, vendors, travel, and accommodations.

## Education

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**Anderson University**  
B.S. Communications

Graduated 05/2013

## Skills

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**Event Expertise:**

Event Planning, Day-of Coordination, Timeline Management, Vendor Sourcing, On-Site Logistics, VIP Hospitality

**Marketing & Tech:**

Campaign Strategy, Social Media, Landing Pages, WordPress, Canva, Hubspot, Constant Contact

**Project Management:**

Asana, Trello, Monday.com, Budget Oversight, Volunteer Management, Cross-Team Communication