

CARLY LUTZ

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PURPOSE: I am fueled by my thirst for learning and passion for bringing people together through community, events, and thoughtfully crafted experiences. Whether it be designing proposals and project timelines for global event programs, facilitating high-profile in-person and online events with thought leaders, or reporting the impact and revenue of marketing initiatives to key stakeholders, I apply my entrepreneurial, adventurous spirit to commit wholeheartedly to the communities I foster and the people I work with.

EXPERIENCE

Carly Lutz Consulting, Founder, New York, NY **Aug 2022 - Present**

Community Design & Content Creation: Lead product updates for clients' online communities, plus create and host bimonthly events and webinars to engage members in a 10k+ person community of managers and executives in the corporate Learning & Development space

Event Operations: Collaborate with executive teams to plan and launch org-wide event initiatives for their internal teams, and travel on-site to lead events

Speaker Recruitment: Build network of high-profile speakers/thought leaders in the Corporate Wellness and L&D space to bring in on global events, webinars, conferences, and seminars for various clients; negotiate compensation and partnership agreements with all speakers and suppliers

Learnit, San Francisco & San Diego, CA **March 2019 - Aug 2022**

Director of Programming, Community & Events **June 2021 - Aug 2022**

- **Community Design & Member Engagement:** Built a global online community of 10k+ business professionals called Offsite, developed a thriving network of 100+ guest speakers, and curated & hosted 100+ meeting and events in collaboration with VPs of HR and high-value clients
- **People Leadership & Team Growth:** Hired, onboarded and managed a Community Coordinator and Marketing Manager; and built a remote team, coordinating all logistics for a new satellite office in San Diego, CA

Community Partnerships Lead **May 2020 - May 2021**

- **Events Program Design & Management:** Designed an events and community partnership program that generated \$7k+ in revenue for Learnit's non-profit clients within the first 6 months of program launch
- **KPI Development & Reporting:** Systematically created KPIs for my role to measure the impact of events on company-wide sales, social media engagement, and overall growth

Account Manager **March 2019 - April 2020**

- **Sales & Account Management:** Prospected for & built a client portfolio of 50+ customers, resulting in \$300k+ in sales, accounting for 15% of Learnit's annual sales

EDUCATION

University of San Diego

Bachelor of Arts in International Relations, Minor in Economics; GPA: 3.7

San Diego, CA

Aug 2014 - May 2018

SKILLS & COMMUNITY SERVICE

- Expert in Events and E-Learning platforms including Mighty Networks, Discourse, Notion & Teachable
- Highly Proficient in Office 365 and CRM & Email Marketing Tools including Salesforce & ActivCampaign
- Certified Yoga Instructor - 200 Hour YTT with Core Power Yoga, Formats include Vinyasa, Yin, Sculpt
- Division 1 College Athlete - Cross Country & Track