

CARMEN KNOWLES

Raleigh-Durham-Chapel Hill Area | 314-600-8548

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EVENTS & PROGRAM MANAGEMENT LEADER

Experienced and impact-driven Events and Program Manager with over 10 years of success planning, executing, and improving internal events, conferences, and engagement programs. Skilled at managing logistics for hybrid and in-person events of up to 1,500 attendees and \$500K budgets. Recognized for delivering seamless experiences, optimizing operations, and enhancing attendee satisfaction. Adept at cross-functional collaboration, vendor negotiations, creative problem-solving, and building meaningful moments that drive culture, learning, and connection.

SELECTED ACCOMPLISHMENTS

- Delivered 10+ annual internal programs for 1,500+ attendees with 97% execution accuracy
- Increased post-event satisfaction by 20% through revamped logistics and participant experience design
- Managed 85+ live and virtual events across corporate, nonprofit, and public sectors
- Reduced event planning time by 30% by implementing standardized SOPs and templates
- Led strategy and execution for branded onboarding experiences, new hire events, and firmwide campaigns
- Coordinated hybrid national initiatives, including vendor sourcing, shipping logistics, and day-of execution

CORE COMPETENCIES

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| • Event Planning & Production | • Budget Oversight | • Stakeholder Communication |
| • Logistics & Coordination | • Hybrid & In-Person Execution | • Continuous Improvement |
| • Vendor Sourcing & Management | • Employee Engagement | • SOP & Process Development |

TECHNICAL SKILLS

Platforms: Zoom, Webex, MS Teams, Canva, Microsoft Office, SharePoint

Event/CRM Tools: Salesforce, Eventbrite, Raiser's Edge, SurveyMonkey

Project Tools: Trello, Asana, Outlook Calendar

Communication: Internal Newsletters, Onboarding Docs, Participant Surveys

PROFESSIONAL EXPERIENCE

Grant Thornton LLP – Remote

Senior Associate, Internal Events & Program Coordination | Nov 2021 – Jul 2025

- Planned and executed 10+ annual internal learning and engagement events across the U.S., with audiences up to 1,500 employees
- Managed full logistics lifecycle: scheduling, communications, stakeholder coordination, virtual tools, vendor engagement, and feedback reporting
- Supported firmwide onboarding with creative logistics like “Jumpstart Kits,” national welcome events, and interactive team moments
- Tracked satisfaction metrics and led After Action Reviews (AARs) to inform continuous improvements
- Collaborated with internal teams and culture leaders to align experiences with company values and goals

Indiana Office of Court Services – Indianapolis, IN

Event Project Manager | Aug 2015 – Nov 2021

- Managed planning and delivery of 8+ in-person and virtual state-level training events annually (20–650 attendees)

- Oversaw vendor contracts, venue logistics, travel coordination, registration, and participant communications
- Maintained CRM systems and developed evaluation forms, post-event reports, and attendance tracking processes
- Designed reusable templates and SOPs to reduce lead time and improve collaboration across departments
- Adapted the planning strategy to a virtual environment during the pandemic without losing engagement

LULAC National Educational Service Center – Kansas City, MO

Program & Event Coordinator | Nov 2008 – Sep 2010

- Managed logistics for weekly educational programming and community engagement events for underserved youth
- Coordinated mentor onboarding, session materials, participant tracking, and venue partnerships
- Ensured federal grant compliance through consistent reporting and communication with partners
- Designed and implemented college-readiness events and recognition ceremonies with limited budgets

VOLUNTEER LEADERSHIP

Marketing Co-Chair – Young Nonprofit Professionals Network (St. Louis & Indianapolis)

- Developed and implemented social media and email marketing strategies for chapter events
- Increased attendance by 10% through brand-aligned messaging and targeted outreach
- Managed blog content calendar and coordinated contributors from across the region

EDUCATION & TRAINING

M.A., Project Management – Keller Graduate School of Management

Graduate Certificate, Nonprofit Management – Indiana University Indianapolis

B.A., Business Administration – Benedictine College
Dual Concentration: Entrepreneurship & Business Writing

Event Planning Foundations

Applying Analytics to Programs