

LIANA COOK

• professional social butterfly •



ABOUT ME

Results-driven hospitality professional with over 7 years of experience in event planning and management. Proven track record in orchestrating impactful events and optimizing revenue, with 2.5+ years in the corporate sector and a recent focus on professional associations. Skilled in delivering seamless event experiences and exceeding client expectations through innovative solutions and strong collaboration.

EDUCATION

Toronto Metropolitan University
2017 - 2021

Bachelor of Commerce, Hospitality & Tourism Management

Minors in Sales Management & Service Quality, and Organizational Leadership

EXPERIENCE

Event Planner

Redstone Agency | Toronto, ON

January, 2024 - Present

- **Event Oversight:** Manage the complete lifecycle of events, from setup through teardown, ensuring seamless execution and alignment with client objectives for workshops and conferences with 200 to 900 attendees.
- **Revenue Optimization:** Implement and oversee event and beverage sales strategies to maximize financial outcomes, effectively managing budgets up to \$100k+ and ensuring financial efficiency.
- **Service Standards Compliance:** Ensure adherence to high service standards and compliance with relevant regulations, including food and beverage service protocols, to uphold client satisfaction and agency reputation.
- **Client Relations & Customization:** Build and maintain strong client relationships through clear communication, customized event solutions, and proactive issue resolution to ensure high levels of client satisfaction.
- **Performance & Reporting:** Analyze performance metrics to evaluate event success, provide actionable insights for strategic improvements, and conduct accurate post-event accounting and inventory management.

(519) 274 1373 • liana.t.cook@gmail.com • Toronto, ON



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EXPERIENCE

Workflow & Meeting Coordinator | Conference Centre

CIBC | Toronto, ON

October, 2021 - December, 2023

- Coordinated 480+ meetings and events in a 200,000 sq. ft. space, managed budgets effectively.
- Handled meeting requests, maintained high-touch excellence, and provided data-driven decision-making.
- Streamlined event coordination procedures, improving efficiency across the Corporate Events team.

Hospitality Coordinator | Corporate Events

CIBC | Toronto, ON

May, 2021 - October 2021

- Supported Corporate Events team in logistics, planning, and operations.
- Assisted in developing SOP and Guiding Principles for the Concierge program.
- Aided in planning and executing Conference Centre operations and activations.

Heritage Coordinator

Destination Stratford | Stratford, ON

May, 2018 - August, 2018

- Conceptualized and managed two compelling heritage-based tours, captivating over one million annual visitors in Stratford.
- Collected valuable demographic data while fostering connections with new guests and nurturing relationships with returning visitors.
- An outstanding 97% increase in tour attendance through strategic engagement on social media platforms and word-of-mouth promotion.

SKILLS & COMPETENCIES

Interpersonal

Communication 

Adaptability 

Time Management 

Technical

Microsoft 365 

Canva 

Phedloop 

CERTIFICATIONS

SMART Serve - exp. 2027

Cvent (Event Professionals) Online - 2020

Sustainable Events for Busy People - 2020

We've Been Expecting You (WBEY) - 2017

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