

HARSHEEL LANDGE

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WORK EXPERIENCE

Events & Marketing Coordinator @ The Eglinton Way BIA, Toronto

Oct'23 – Nov' 24

- Event Planning: Led coordination and planning for major events such as [Dream Wheels on Eglinton](#), [Jingle on the Way](#) & [The Eglinton Way Farmers Market](#), delivering engaging and seamless experiences for attendee. Inspected event setup, ensuring all arrangements met client specifications; immediately addressed any issues to uphold event integrity.
- Logistics & Budget: Collaborated with internal and external teams such as marketing, vendors, caterers, etc. to ensure all logistics align well with high service standards which resulted in cost saving
- Secured event sponsors and executed activation programs. Developed strong client relationships enhancing the reputation of The Eglinton Way BIA.
- Created marketing materials, proficient in basic graphic design using Adobe Illustrator and Canva, created visually appealing event materials such as social media graphics, bus shelters posters, flyers, etc.; content writing for newsletter (MailChimp)
- Provided postmortem report at the end of event on budget vs actual expenses with suggestions for improvement.

Event Lead and Instructor @ Pew Pew Entertainment, Toronto

June'22- Jan'24

- Customer/client communication & problem solving (B2B and B2C): Checked in/registered waivers for each customer, instructed 50+ customers on practices and standards daily.
- Monitored digital media, including websites, emails, and videos, and promoted social media interaction on TikTok and Instagram by responding to followers' messages and comments.
- Collaborated with a team to improve processes, like planning and execution of gaming events (virtual and in-person), and made data-driven recommendations for improvement. ([Check out the reviews here with "Instructor H":\)](#)
- Led events ensuring timely and efficient execution with strong client communication Managed all logistical aspects of event planning, like vendor contracts (F&B, Photobooths), space set-ups, and ensured a seamless customer journey.

Live & Virtual Events Coordinator Co-op @ OverActive Media, Toronto

Jan '22 - June '22

- Communication and Talent Management: Oversaw workforce management and talent for Toronto Ultra's Call of Duty Major III and then worked closely with the OAM team to plan event logistics, and make sure attendees had the best experience, which led to more engagement and participation. Recruited and collaborated with volunteers, to find and engage fans in activations
- Used MS Suite / MS Office (Teams, Excel, Word, PPT, SharePoint) i.e., internal meetings, documentations, etc.
- Event, Logistics & Vendor Management: Developed and maintained strong relationships with vendors and partners, acting as a liaison for ensuring efficient communication and collaboration. Managed to multitask and worked cross functionally with all departments and ability to prioritize the work For E.g., *Finance Department*: Event cost reconciliation (allocating all credit cards transactions), *Marketing Department*: Set-up and tear down of booths & updating inventory, *HR & Partnerships Department*: administrative support including travel & accommodations. Solved customer problems related to event general queries, creating Lost and Found database and, ticketing issues, etc.
- Created "Know Before You Go" (KBUG) for Call of Duty Major III event which played a key role in answering 50% of the daily enquiries about the event that were received via phone, email, and various social media platforms (Twitter, twitch). Also Updated the day-to-day events administration of master calendar (MS Calendar), property management and content calendar (Hootsuite).

Events Marketing Intern @ Harry Rosen, Toronto

Jan '23 – April '23

- Assisted with the planning, coordination, execution, marketing, registration, and record-keeping of all events, such as trunk shows, conferences, and fashion shows.
- Developed plans to increase awareness and information about the Harry Rosen and its brands. Organized, developed, executed marketing brand activations including event planning, vendor management, recce, email campaigns.
- Pre-Event, Self-Starter: Organized and scheduled weekly meetings with every department engaged in the event, having excellent verbal and written communication in each meeting, and ensuring the agenda is clear. Establishing strong relations with vendors and suppliers for the events and negotiating for the best quality.
- During-Event: Managed the event space's visual presentations, and heavy liftings. Checked in with the vendors and made backup arrangements. Greeted clients with excellent customer service and satisfaction.
- Post-Event Evaluation, Collaboration: Collected opinions from all event participants and provided the next actions and areas for development for the next events to senior management. Every expense was reconciled and was in line with the budget.

Events Squad @ George Brown College, Toronto

Sept 22- Dec '22

- Event Planning & Management: Coordinated all vendor set-ups, caterers, resolved technical issues and ensured pre-post event works including logistics and guest hospitality; Executed live virtual events, webinars with backend support (Zoom, Crowdcurr, Blackboard, etc.)
- Fundraising events: Organizing different events that are in line with the budget and mission of Student Association, Promoting social media pages of SA (Instagram, YouTube). Supporting Student Association programs campaigns, raised \$7500 CAD for MLSE Foundation by organizing virtual trivia event "Better Luck This Time"
- Community Engagement: Greet students and explain to them the benefits of SA programs in different ways to engage the students and upcoming events.

EDUCATION

Postgraduate, George Brown College, Toronto
Major: Digital Media Marketing

May'22 - April '23

Postgraduate, George Brown College, Toronto
Major: Sports and Event Marketing

May'21 - April '22

Bachelor of Business Administration, Mumbai, India.
Major: Event Management & Public Relations

Aug'16 - July '19