

Nancy Trosclair

Event Specialist | Event Marketing | Business & Non-Profit Development

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<https://www.nancytrosclair.com>

SUMMARY Dynamic Special Event Architect and Non-Profit Executive with over 20 years of experience in the Destination Management industry managing extensive corporate and incentive programs. Expertise in developing strategic partnerships, maximizing revenue, and delivering unique client experiences. Successfully established a client base of over 250 businesses, creating over 400 corporate events and travel programs with an average cost savings of 28%. Recognized with 12 HSMAI Adrian Awards for excellence in event marketing. Eager to leverage extensive event skills, innovative concepts, and the use of exciting technology to maximize revenue generation while creating high-impact client experiences. 8 years of experience in non-profit development and community engagement.

WORK EXPERIENCE

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| 01/2018 – Present | Executive Director Heartbeat NOLA
New Orleans, LA
AHA Certified Instructor: BLS, CPR, AED, Heartsaver <ul style="list-style-type: none">• Manage all non-profit functions, including fundraising, licensing, and certifications.• Plan and operate all fundraising events and community CPR classes.• Raise funds to install AEDs in the New Orleans area, focusing on music clubs, event venues, and other non-profits.• Teach Hands-Only CPR and AED usage to hundreds of individuals.• Instruct AHA BLS Certification Courses• Facilitated the rescue of three lives because of our training initiatives.• Received the 2023 People Saving People Commendation from the Sudden Cardiac Arrest Foundation. |
| 08/2003 – 09/2021 | Owner & CEO, Destination New Orleans
New Orleans, LA <ul style="list-style-type: none">• Won 12 HSMAI International Adrian Awards for excellence in creative event marketing, design, and production.• Developed a diverse client base encompassing over 250 businesses and corporations.• Conceptualized, planned, and executed over 400 corporate events. Designed and implemented more than 500 unique tour programs.• Recruited and trained hundreds of support staff.• Mentored a highly successful DMC business owner, contributing to broader industry growth.• Saved clients between 25-100 hours of research and planning for each program.• Negotiated contracts that maximize client budgets, achieving an average savings of 28% of total costs per program.• Scrutinized bills and invoices for accuracy, identifying over \$10,000 in unnecessary charges or billing errors.• Recognized as one of the Top 50 Women in New Orleans Business (2005/06) for pivotal contributions to the hospitality industry's recovery after Hurricane Katrina. |
| 04/1997 – 07/2003 | Account Executive, BBC Destination Management Co.
New Orleans, LA <ul style="list-style-type: none">• Mentored by the owner, rapidly becoming the leading sales executive (Account Executive) within just two years.• Developed marketing and trade show presentations to promote services.• Boosted profitability by 30% on programs sold and developed.• Grew the client base by 22% over 3 years.• Nurtured close client relationships that followed me to my own DMC, resulting in repeat business. |

EDUCATION

University of New Orleans Bachelor of Science, Secondary English Education	New Orleans, LA
Daughters of the American Revolution Scholarship Post Graduate Work in the History of the Presidents	Gettysburg, PA
Baylor University Summer Debate Research Forum	Waco, TX
University of New Orleans Post Graduate Courses in Marketing	New Orleans, LA

SKILLS

- Event Strategy & Production
- Destination Management (DMC)
- Incentive Travel Programs
- Vendor & Contract Negotiation
- Budget Management
- Sponsorship Sales
- Fundraising Strategy
- Donor Relations
- Grant Writing
- Partnership Development
- Community Engagement
- Volunteer Management
- Board Relations; Program Management
- Training & Facilitation
- AHA BLS/CPR/AED Instruction
- Marketing Campaigns
- Stakeholder Management
- CRM tools
- Microsoft Office (Excel/PowerPoint, MS Word, Adobe Acrobat)
- Industry programs: Tripleseat, OpenTable, Cvent, CRM
- Project Management

COMPETENCIES

- Strategic Leadership & Planning
- Campaign Development & Execution
- Staff Training & Development
- Consultation & Event Strategy
- Volunteer Leadership Development
- Special Event Marketing & Resources (Award-Winning)
- Collaboration & Internal Partnerships
- Communication & Stakeholder Engagement
- Ability to manage multiple projects simultaneously
- Ability to cultivate and build lasting relationships
- Ability to work independently and across teams for successful collaboration
- Excellent interpersonal, oral, and written communication skills
- Excellent organizational skills, attention to detail, and mindfulness
- Ability to exercise sound judgment and discretion in working with sensitive and confidential information
- Passion for Community Engagement
- A demonstrated commitment to community, diversity, equity, and inclusion