

# KRISTA DEHERRERA

Experiential Events Professional



## EMPLOYMENT EXPERIENCE

**Valley Events Inc. / Colorado Stage Rentals** PO Box 1799, Gypsum, CO 81637 January 2008 – PRESENT

**Owner/ Chief Operating Officer/ Event Producer:** Provide leadership, professional expertise, and direction in the planning, marketing and execution of high quality civic events, corporate events, private functions, and promotional/advertising projects.

- Program content and organization
- National and Regional talent booking
- State, regional and municipal regulation consulting
- Vendor solicitation and sustainability
- National and regional sponsor strategy, support & activation
- Grassroots fundraising
- Grant writing
- Event program development
- On-site event production
- Experiential, traditional and digital marketing consulting
- Pre- and post-event analysis
- Budget management & strategy consulting
- Sustainability consulting
- TIPS Certified Trainer

### Highlight Events:

- Garfield County Fair (Rifle, CO)
- Advocate Safehouse Mother's Day Mile (Glenwood Springs, CO)
- 125th Anniversary of New Castle (New Castle, CO)
- Marketing Campaigns 20/20 Eyecare (Glenwood Springs, CO)
- Garfield County Air Show (Rifle, Co)
- Strawberry Days (glenwood Springs, CO)
- Ride the Rockies Tour Kick Off (Glenwood Springs, CO)
- Friday Night Flicks (Glenwood Springs, CO)
- St Stephen's Diversity Festival (Glenwood Springs, CO)
- Sunlight Ski Spree (Glenwood Springs, CO)
- Colorado Symphony Performance (Glenwood Springs, CO)
- Glenwood Downtown Partnership Downtown Fanfare (Glenwood Springs, CO)
- El Grito Event (NRC Broadcasting) (Glenwood Springs, CO)
- Burning Mountain Festival (New Castle, CO)

**Chief Executive Officer /Staging Sales:** Provide Stageline Mobile Hydraulic Staging products to the Colorado region. Marketing, company development, and project management.

**Colorado Mountain News Media** Po Box 1500 Gypsum, CO 81637 February 2019 - March 2021

**Events Director:** seven county region of Colorado representing the Vail Daily, Summit Daily News, Sky Hi News, Steamboat Pilot & Today, Craig News, Post Independent and Aspen Times.

- Virtual and live event or project design
- Event strategy and execution
- On-site operations
- Event marketing
- Budget management & strategy consulting
- Community relations
- Talent acquisition
- Vendor solicitation and sustainability
- Sustainability consulting
- Promotional product developmen

### Highlight Events:

- Steamboat Hot Air Balloon Rodeo (Steamboat Springs, CO)
- Western Colorado Outdoor Sportsman Expo (Eagle, CO)
- Playhouse Project (Dillon, CO)
- Benches & Doghouse Projects (Avon, CO)
- The Longevity Project (live and virtual) (
- Breckenridge, Aspen, Glenwood Springs, Steamboat Springs & Avon, CO)
- Home & Garden Show(Craig, CO)
- Roaring Fork Restaurant Week (Glenwood Springs to Aspen, CO)
- Snowmass Virtual Job Fair (Snowmass, CO)

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**Town of Gypsum** PO Box 130, Gypsum, CO 81637 December 2013 – February 2019

**Special Events Coordinator:** Provide leadership and direction in planning and execution of community events. Special Projects & Marketing

- Program content and organization
- National and Regional talent booking
- State, regional and municipal regulation consulting
- Vendor solicitation and sustainability
- National and regional sponsor strategy, support & activation
- Grassroots fundraising
- Grant writing
- Event program development
- On-site event production
- Experiential, traditional and digital marketing consulting
- Pre- and post-event analysis
- Budget management & strategy consulting
- Sustainability consulting
- TIPS Certified Trainer

**Highlight Events:**

- Gypsum Daze
- 4<sup>th</sup> of July Celebrations
- Gypsum Farmers Market
- Gypsum New Year's Eve Celebration
- Easter Eggstravaganza
- Gypsum Community Clean Up Day
- Gypsum Fall Fest
- Kaboom Park Grant/Playground Project

**Glenwood Springs Chamber Resort Association** 1102 Grand Ave. Glenwood Springs, CO 81601 Marianne Virgili, President & CEO September 2006 – January 2008

**Vice President of Special Events & Programs:** Provide leadership and direction in the planning and execution of special events for donor cultivation, stewardship, and recognition, and ensure that the Glenwood Springs Chamber Resort Association and the City of Glenwood Springs continue to be viewed as a worthy focus of charitable giving and other forms of support. Grant writing and event development.

**Events:**

- Strawberry Days
- Annual Fundraiser Gala & Athena Awards
- Annual Awards Luncheon
- Friday Night Flicks
- Ride the Rockies Glenwood Stop
- Bizopoly Business Trade Fair

**Providence Hospitality Partners – Hotel Colorado** 526 Pine Street, Glenwood Springs, CO 81601 - 970-945-6511

John Burns, General Manager; Larry MacDonald General Manager Historic Properties; January 2006 – September 2006

**Director of Sales/Catering:** Direct client sales of full service catered events.

- Supervise and administrate the Catering Sales department and staff
- Coordinate and facilitate group catering
- Secure and communicate all catering specifics
- Sell catering service including meeting and banquet facilities Wedding Planner
- Assisted brides & grooms in all aspects
- Menu design
- Solicited additional corporate sponsorship for larger events
- Specialty dinners
- Holiday functions
- Floor plans
- Coordinated all additional vendors
- Created event timelines
- Implemented style and décor in buffets room décor
- Coordinated all rentals
- Food purchasing
- Ran all on site activities
- Themed events
- Dances
- Social gatherings

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**Le Petit Gourmet Catering** 4182 E. Virginia Ave. Denver CO 80246 303-399-4640 - Jim O'Connor, Proprietor (Company closed doors in 2008) July 1999 – July 2005 Catering Director

**Jacor Broadcasting** Lawrence Street Center, Denver, CO 90206 May 1997 -September 1997

Assistant Events & Concerts Coordinator: assisted director in selling vendor spaces, worked with talent needs, helped in design of event site and perimeters, hired and assisted security.

## OTHER EMPLOYMENT EXPERIENCE

- Loveland Ski Area - Georgetown, CO - November 1996 - May 1997 – Seasonal PSIA Level 2 Certified Ski Instructor
- Purgatory Ski Resort - Durango, CO - November 1991 - May 1996 - Seasonal / moved to Denver PSIA Level 1 Certified Ski Instructor
- KDUR Radio – Fort Lewis College, Durango, CO 1991 – 1996 - On air talent, underwriting sales & production

## EDUCATION

- Fort Lewis College, Durango Colorado Graduate Graduated April 2018
- Colorado Office of Economic Development: Creative Industries Leadership Certification 2016
- Roaring Fork Leadership Certification Graduated June 2008 Terri Anuszewski, Executive Director US Institute for Organization Management Certification 1 year completed

## CERTIFICATIONS

- TIPS Training for Intervention Procedures - Certified Trainer
- FEMA CERT Program Trainer CPR and AED Certified

## MEMBERSHIPS

- Colorado Festivals & Events Association Member International Festivals & Events Association member
- International Event Buyers Association Member

## VOLUNTEER WORK

- Colorado Festivals & Events Association - Board Member 2020 - 2021
- Colorado Event Alliance COVID Exit Strategy Task Force - 2020 - 2021
- 2016-2018 Red Hill Elementary PTO President 2017-2019
- EFEC: Wild West Day Event Chair 2014-2017
- Junior Achievement Instructor 2016-present
- Buddy Werner Ski Racing Coach 2014
- Eagle County Healthy Communities Coalition Advisory board 2009-2011
- Glenwood Springs Downtown Partnership - Event Director/ Promotion Committee Chair
- 2009 Denver Post “Ride the Rockies Tour” - Glenwood Springs Hub Director
- 2009 Carbondale “Taste of Spring” - Event Committee Member
- 2009 Glenwood Springs Downtown Classic Car Show – Event Coordination
- 2007 Miss Strawberry Days Contest Coordinator
- 2007 Founder and President of the Roaring Fork Young Professionals Organization (active member)

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