



**Jessica L. Pachler**  
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With over 20 years of experience in event management and marketing, Ms. Pachler has extensive experience coordinating event logistics in a variety of settings. Ms. Pachler maintains a small event-planning firm that provides event management for numerous clients. The events range in size from 15 to 10,000 and encompass a wide scope of theme and requirements. As a contractor for Courtesy Associates, Ms. Pachler has managed logistics on a range of projects including PEPFAR 2014, the TSHA 2014 Annual Convention, ICASA 2012, TOPOFF3 and TOPOFF4, IEEE Energy Conversion Congress and Exposition '10, '11, '12 and '13, PEPFAR Tanzania 2010, the Department of Energy's Weatherization conference, the Fuel Cell Seminar, the Treatment and Management of HIV Infection in the United States Conference and the Indoor Tanning Association Leadership Council. Ms. Pachler has extensive experience in the charity event sector and has been a director of Back Creek Benefits (formerly Second Street Benefits), which puts on the charity music festival Eastport a Rockin', since 2004. She was Director of Marketing for a technology company, managing the advertising, marketing and events for the 24-person firm. She has worked in the food service and catering industry on a management level and is a freelance writer and editor and a weekly columnist for the Annapolis Capital newspaper, researching and conveying details of music, nightlife and special events in the Annapolis and Anne Arundel county area for the Out and About column, which averages 2000 words each week.

### **Areas of Expertise**

- ~ Conference Logistics Management
- ~ Travel/Transportation Logistics Management
- ~ Financial Management
- ~ Contract Negotiation
- ~ Marketing and Sales Management
- ~ Creative Design Management
- ~ Exhibit Sales and Management
- ~ Writing, Editing and Communications

### **Professional Experience**

#### **Event Planner**

March 2005 – Present

As a contractor, provide event support services on multiple events, including TSHA 2014, PEPFAR 2013, PBI Gala 2013, ICASA 2012, TOPOFF3 and TOPOFF4, IEEE Energy Conversion Congress and Exposition, PEPFAR Tanzania 2010, the Department of Energy's 2009 Weatherization conference, the Fuel Cell Seminar, the Treatment and Management of HIV Infection in the United States Conference and the Indoor Tanning Association Leadership Council., and more.

~ Capabilities include, but are not limited to, on site management and logistics, travel and transportation management, housing management, research, exhibit sales, attendee organization, event coordination, marketing, graphic design, proposal writing and budget development for numerous government and commercial projects.

#### **Director**

Back Creek Benefits and Second Street Benefits

March 2004 – Present

Director of annual charity music festival, Eastport A Rockin'. Event draws over 3500 attendees, 28 local and regional bands, 9 food and beverage vendors, 36 local art, craft and game vendors.

~Manage a 7 person executive team

~Coordinate equipment rentals, vendor negotiations, web and art direction, schedule, merchandising, site plan and personnel direction.

~Create, write, edit and distribute marketing and media materials.

~Respond to requests for information, verbally and in writing.

~Create, update and edit website and web-related marketing – emails, surveys, etc.

~Manage event social networking sites.

### **Freelance Writer**

February 2004 – Present

Write a weekly column, entitled Out and About (formerly After Dark), for The Capital (Primary Annapolis/Anne Arundel newspaper), approximately 2500 words.

~Research and convey details of music, nightlife and special events.

~Focus on Anne Arundel County and Annapolis area.

~Create and cultivate relationships with industry partners, restaurateurs, musicians, tourism organizations and news media, as well as local readers.

### **Sales Representative**

VI Imports

2009 – 2011

Sales representative for small wine distributor and importer.

~Researched market and created new accounts.

~Managed promotion events.

~Maintained over 50 accounts for a portfolio of over 1200 wines.

### **Premier**

Maritime Republic of Eastport

February 2005 – January 2007

Managed a non-profit organization. Serves as a board member and community liaison.

~Coordinates event planning, community relations, volunteer actions and networking programs.

~Oversaw fiduciary responsibilities for charitable distributions.

~November '06 event raised over \$25,000 for local charities.

Director of Communications, March 2003 – February 2005

Managed communications and public affairs.

~Responded verbally and in writing to requests for information from media and membership.

~Assisted Premier as an advisor and regarding public affairs and communications.

~Created, edited and distributed mailings, signage and press releases.

2004 Tug of War Director, Fall 2004

~Planned and coordinated all aspects 2004 Tug of War, a dual-site, day-long event that drew a crowd of 1000+ and incorporated 4 bands, a 1700' Tug of War, a chili-cook-off and the coordination of 50+ volunteers. Supervised and directed 15-person Tug Committee. Also directed sponsorship and donation activities.

### **Manager**

Davis Pub

April 2004 – January 2006, on a contract basis - present

Manage daily operations and merchandise at popular local restaurant and bar. Manage staff; supervise food preparation, quality control and delivery; order and control merchandise. Provide input for policy decisions. Complete independent projects.

### **Director of Marketing**

#### **Marketing Manager**

e-IDC

February 2000 – March 2003

Produced marketing efforts for e-IDC, a digital solutions provider. Primary press and public affairs contact. Achieved increase in number of qualified leads through marketing campaigns.

~Developed marketing strategies, policies and procedures

~Created, maintained publicity, advertising, web, promotional and collateral materials

~Wrote, edited business plans, press releases, articles, web content, advertisements and other publications

~Served as media relations contact, fielding and responding to inquiries

~Communicated information to clients, investors and partners

~Coordinated trade shows; served as company representative at conferences and other events

~Produced presentations for conferences, meetings and training events

~Coordinated, planned travel, meetings and fund-raising, promotional and staff events

~Conducted competitor, user/customer/client and industry trend research and analysis

~Supported, assisted in overall development of web sites

### **Resources and Field Services Assistant**

World Learning, Inc.

September 1998 – January 2000

Supported World Learning's Global Training for Development contract with USAID, working with DC office, ten field offices in Central and Eastern Europe and over 3,000 trainers in the US and abroad.

### **Other Experience**

#### **Ward 8 Representative to the Annapolis Education Commission**

The purpose of the Education Commission shall be to make recommendations to the Anne Arundel County Board of Education and the Superintendent and to the State Board of Education concerning the Annapolis School feeder system, serve as the primary liaison between City and the County Board of Education and elected officials, and work with other governmental, private, and non-governmental organizations to obtain educational opportunities, resources and facilities for the citizens of Annapolis.

#### **Co-Founder/Leader**

MRE Moms and Dads

February 2007 – Present

Created a family group that has grown to include 450+ families since inception. Focus of group is on supporting families in the Annapolis community through social, civic and informational avenues.

- ~ Manage website and three email lists with over 600 email addresses.
- ~ Plan social and networking events.
- ~ Market group to new and expecting parents in the area.
- ~ Liaise with community at large as group representative.
- ~ Advocate for families and group in civic and community initiatives.

### **Education**

Colby College, Waterville, Maine

BA, Anthropology and International Studies (dual major), concentration in African Development, 1993 – 1997

Activities and Societies: Rugby, Student Government, Social Event Planning

School for International Training, Central and Northern Kenya

Tourism and Development, 1995 – 1996

Georgetown Visitation

1989 – 1993

### **Languages**

Spanish, Swahili

### **Computer Experience**

Microsoft Windows XP, Vista,  
and Windows 7

MS-DOS

Macintosh OS 8.0

Microsoft Office

**Other Interests**

Amateur Photographer – BW/Color

Web Designer / Web Site Consultant

Dreamweaver

Fireworks

Adobe Creative Suite

CorelDraw

QuarkXpress

Twitter

LinkedIn

Facebook

YouTube

Visio