



CANDICE NABOICHECK

PROFESSIONAL EXPERIENCE

GILT GROUPE, INC - New York, NY

SENIOR DIRECTOR OF SPECIAL EVENTS – GILT GROUPE & GILT CITY *January '15 – October '15*
SENIOR DIRECTOR OF SPECIAL EVENTS – GILT CITY *July '12 – December '14*
SENIOR DIRECTOR OF SPECIAL EVENTS – GILT GROUPE *July '12 – May '13*

- Managed and oversaw a team of five to produce one-of-a-kind events for members, tastemakers and the media across Gilt City's nine core markets and Gilt Groupe's four business units. The team averaged five events per month, which included multi-day Warehouse Sales – that generated between \$100k – \$400K in revenue and touched thousands of members – book and music album launch parties, film screening programs, drive-to-retail initiatives, product or collection launches, large-scale events at festivals, partnership-based series for brand partners and customer loyalty events
 - *CY2015 resulted in 47 events, \$3.1M total revenue, \$1M total in-kind sponsorship value, 20k members/attendees touched and 480M press impressions*
 - *CY2014 resulted in 52 events, \$3.4M total revenue, \$3.1M total in-kind sponsorship value, 31k members/attendees touched and 660M press impressions*
 - *All events for Gilt City drove revenue – which was achieved through sponsorship dollars, ticket revenue and in-kind donations – and provided a strategic platform for brand partners to round out an online sale program and get their product or brand message into the hands of consumers*
 - *Brand partner examples included Jaguar, Infiniti, Cadillac, Warner Bros., Exhale, FIJI Water, Benefit, L'Occitane, Zyrtec, Caesars Entertainment Group, Glamour, People, and Samsung*
 - *Notable talent alignments included Jessica Alba, Stanley Tucci, Tim Gunn, Stacy London, Lauren Weisberger, Jennifer Hudson, Enrique Iglesias, and Gloria Estefan*
- Wrote, executed, approved and negotiated contracts for events, including vendor agreements, partnership integration proposals, sponsorship agreements and brand ambassador collaborations

DIRECTOR OF SPECIAL EVENTS – GILT GROUPE *July '10 – July '12*
MANAGER OF SPECIAL EVENTS – GILT GROUPE *April '08 – July '10*

- Sourced, conceptualized, managed and executed events nationwide across the four core business units of Gilt Groupe – Women's, Men's, Home and Kids – plus handled the launch and subsequent events for Gilt Taste and Park & Bond, Gilt's full-price men's business. The events occurred on average 3x per month, ranged in size from 50 to 1,000+ and took place in all major cities nationwide

- *Included large-scale sponsorships and production of fashion shows, trade shows and sporting events, as well as the creation and implementation of Gilt Groupe's own events, including pop-up experiential spaces, press parties, dinners, business launches, customer loyalty programs and annual summits*
- *In December 2011, led the GQ @ Park & Bond Pop-up Shop, a 3,000 square foot experience store that garnered 104M press impressions and was attended by a total of 5,183 people producing \$114K in total revenue over a 10-day period*
 - *Programming included evening events such as a men's grooming and whisky-tasting party, a cooking demonstration and book promotion with Todd English and an NFL viewing party with Terrell Owens. The store increased brand awareness for Park & Bond as well as created a partnership with GQ magazine*

— Solicited and spearheaded business development programs for brand partners, which included drive-to retail event initiatives

- *Brand partner examples included the CFDA, Phillip Lim, Brian Atwood, Alexander Wang, Proenza Schouler, American Express, Christie's, Architectural Digest and GQ Magazine*

— Created, oversaw and managed a cross-category events budget of \$2M+, event recaps, dedicated emails, social media marketing, direct mailing, web assets and promotional collateral

SERENA BASS, INC - New York, NY

EVENT DIRECTOR *August '07 – March '08*

- Acted as principal manager and event planner for accounts in the fashion, publishing, interior design and hospitality categories
- Handled all aspects of events, including budget, menu design, venue selection, lighting and décor, entertainment, staffing, rental equipment, execution and post-event wrap-up

BLACKBOOK MEDIA CORP - New York, NY

EVENT & MARKETING COORDINATOR, EXECUTIVE ASSISTANT TO PRESIDENT *June '04 – August '07*

- Planned and executed all signature and added-value events in the U.S., ranging in size from 50 to 1000 people
- Created and managed budgets (ranging from \$500 - \$200K), press releases, event recaps, mailings and promotional outreach
- Developed and customized merchandising proposals, program sell-sheets and trade marketing partnerships geared towards clients, advertisers and sought-after brands for various platforms, such as online, digital, guidebooks and custom publishing

EDUCATION

THE GEORGE WASHINGTON UNIVERSITY - Washington, DC

- Bachelor of Arts in Sociology and Communication December 2002
- Presidential Scholarship; Phi Beta Kappa; Cumulative GPA: 3.72