



DENISE SILVERMAN

SUMMARY

Strategic event operations leader with 20+ years orchestrating memorable experiences and high stakes events - from multi-day brand activations to intimate gatherings. Proven track record of building high-performing teams, managing complex budgets, and delivering flawless events that strengthen brand presence, deepen client relationships, and achieve measurable business outcomes and ROI.

PROFESSIONAL EXPERIENCE

FREELANCE EVENT PRODUCER | Jan 2026 - Present Philadelphia, PA

- Event planning, production, and on-site management for brand activations, experiential events, social and corporate events
- Budget writing, management, and reconciliation
- Vendor/staff sourcing, contracting, and management
- General Session and run-of-show technical and AV production
- Project timelines and production schedules

EXECUTIVE DIRECTOR | June 2020 – Nov 2025 AUSTIN WINE & FOOD FOUNDATION | Austin, TX

- Led strategy and operations for an events-driven non-profit organization
- Hired, trained, managed high-functioning events & marketing team to produce 50+ events annually including intimate tastings, group dinners, brand activations, and large-scale, multi-day programs
- Re-structured the organization's 39-year-old signature event resulting in 18% revenue growth and 100% positive guest feedback
- Wrote and maintained the annual budget; Grew revenues by 70% in five years
- Grew sponsorship revenues by 400% in five years
- Implemented new brand strategy resulting in big press wins
- Served as spokesperson – engaging in live/taped TV news segments, keynote speeches, and discussion panels

DIRECTOR OF EVENT SALES & MARKETING | March 2019 – June 2020 MARQUEE EVENT GROUP | Austin, TX

- Provided event decor solutions for some of Austin's biggest events including SXSW, Austin City Limits, Austin Trail of Lights, etc.
- Rebuilt teams across Austin and San Antonio; implemented results-driven management systems
- Created first company-wide SOP manual for pipeline management, communication, and accountability
- Served as Interim GM overseeing P&L across all departments
- Drove 2019 revenues to \$9M through retention programs, win-back initiatives, and client engagement
- Implemented new sales & marketing strategies including volume-based incentives, vertical marketing, and client appreciation events

OWNER / GENERAL MANAGER | 2009 – 2019 CLINK EVENTS | Austin, TX

- Produced events ranging from large-scale programs and brand activations (city-wides, SXSW programs, etc.) to destination management programs to exclusive gatherings - including technical and AV production, general session/run-of-show, budget management, pre-production, on-site execution
- Scaled revenue to \$3.2M with consistent 20% YOY growth
- Hired, trained, and managed sales and production teams
- Participated in industry organizations including ADMEI, MPI, ILEA, SITE, Hosts Global, Austin DMC Roundtable
- Successfully sold company to San Antonio event production firm in 2018

OWNER, EVENT PRODUCER | 2002 – 2009 SOIRÉE | Austin, TX

- Launched premier Austin event company, growing from sole proprietorship to 10-person team
- Led all sales, business development, and event production
- Successfully merged company with primary competitor in 2009

DIRECTOR, PUBLIC RELATIONS | 1997 – 2002 CONNORS COMMUNICATIONS | New York, NY

- Directed communications campaigns for high tech clients
- Hired and managed team of 15
- Media trained client executives for successful message delivery

CONTACT

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PROFESSIONAL SKILLS

Event Strategy & Production | Strategic Planning | Project Management | Budget Writing & Management | Operations & SOPs | Meeting Planning | Stage Management | Brand Activations | Team Building | Public Speaking | Writing & Copy Editing | Marketing, PR, Social Media | Business Development

Technical: CRM Software (Neon, Zoho, Salesforce, Mailchimp, OneCause) | Event Management Software (Social Tables, AllSeated) | Data/Project Management (Google Drive, OneDrive, DropBox, Monday, Asana, Basecamp, Quickbooks, MS Office Suite) | Social Media Platforms

AWARDS & DESIGNATIONS

- WSET III Wine Education Certification
- Named "Austin Change Maker" in Austin Woman Magazine (2024 and 2025)
- Les Dames d'Escoffier Austin Member
- Leadership Award – Hosts Global (2018)
- DMC of the Year Nomination (2018)
- Destination Management Certified Professional (DMCP) – 2017
- Industry awards and nominations: International Esprit Awards, Texas Star Awards, ADMEI Awards
- Accomplished public speaker selected to present at numerous industry conferences
- Texas 4000 for Cancer (nonprofit) – Board Chair 2018-2019, Board of Directors 2015-2021

EDUCATION

B.S. in Communication State University of New York (SUNY) at Buffalo