

# DREW BELL

Lancaster, PA •

• drewdbell@gmail.com • linkedin.com/in/drewdbell

## EVENT COORDINATOR / PROJECT MANAGER • PRODUCTION LOGISTICS • TRADE SHOW EXECUTION • BUDGET OWNERSHIP

Operations focused event and production coordinator with hands on experience delivering trade shows, branded events, and content shoots. Known for calm onsite leadership, clear communication with stakeholders at every level, and tight logistics that keep deliverables on schedule, within budget, and on brand.

### CORE STRENGTHS

- Production logistics for photo and video shoots including crew, locations, schedules, and product staging
- Trade show and event execution including run of show, staffing, travel, and onsite coordination
- Project budgets, vendor coordination, and expense tracking with proactive communication on changes
- Creative package implementation including event graphics, collateral, and physical assets for shoots and events
- Cross functional collaboration with brand, creative, ecomm, wholesale, shipping, and production teams

### PROFESSIONAL EXPERIENCE

#### Endo Tune Up — Director of Sales and Business Development Remote | May 2025 to Present

- Launched two statewide distributor partnerships, expanding access to 1,000+ serviced accounts across their footprints and opening 33 new retail doors through consistent outreach and follow through
- Executed field events and activations in the outdoor lifestyle space, partnering with regional run clubs and cycling clubs to elevate participant experience and drive product trial, culminating in sponsoring a cheer station at the Philadelphia Marathon finish line
- Coordinated marketing content creation with photographers and videographers and spearheaded influencer marketing activations, aligning social posts with the influencer marketing team

#### BREEO — Event Manager and National Business Development (Former Territory Manager) | Jan 2022 to May 2025

- Directed 35+ events in a single season with a lean team, coordinating regional volunteers to deliver consistent execution across revenue focused and brand building activations
- Owned Field to Fire event execution. Year one hosted at a working farm field with 600+ guests. Year two scaled to a minor league baseball stadium with 2,000+ guests, including an amateur cornhole tournament and a professional steak cook off with the SCA
- Planned, attended, and executed Home Depot SMM and Ace Hardware biannual trade shows, fully setting up the booth and working onsite as a brand ambassador and territory manager for the western states
- Supported and planned logistics for marketing photo shoots and video shoots, coordinating products, locations, schedules, and internal handoffs to align with the Creative Director's vision
- Owned event operations planning and onsite training, using run of show, staffing, and logistics plans to deliver consistent execution across internal teams and external vendors
- Cultivated brand partnerships that elevated the event experience and opened new markets, bringing Breeo into larger events, keeping the booth fresh with on brand complementary products, and supporting visibility tied to Fox and Friends

### ADDITIONAL EXPERIENCE

#### Cassel — Account Manager | Sep 2018 to Aug 2021

- Managed the company's largest account, owning projects from concept through completion and coordinating internal handoffs to deliver on specs, timelines, and quality

#### ATOMIC — Graphic Production Specialist Large Format | Apr 2015 to Nov 2018

- Produced and installed large format work using CAD drawings, executing field installs with accuracy, professionalism, and clear client communication

## **EDUCATION**

HACC Environmental Science | Pennsylvania College of Technology Computer Network Security