

Ashton Benjamin

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EDUCATION

Florida State University

Bachelor of Science, Major in Business Management, Minor in Commercial Entrepreneurship

Tallahassee, FL

August 2020, May 2024

Honors/Rewards: Torchbearer 100, Dean's List

EXPERIENCE

Veeva Systems / Veeva Digital Events

Lyndhurst, NJ

Event & Program Coordinator

April 2025-current

- Perform a variety of intricate planning tasks related to identifying, scheduling, and coordinating all aspects of events including location, speakers, food, equipment, travel, and more from start to finish, and post-event conciliation.
- Maintain consistent communication with sales representatives, faculty, and internal staff through the planning process.
- Perform database and budget management duties, such as managing promotional educational programs within VDE's proprietary events management platform and assisting customer representatives with their program planning budget.
- Coordinate payment with venues/caterers and any other vendors and conduct frequent daily emails and calls as needed.

Orlando Health Orlando Regional Medical Center

Orlando, FL

Events Coordinator

December 2024-March 2025

- Gathers information and materials needed to implement key signature events, such as councils, galas, award ceremonies, community events, and education activities for over 7,000 staff, donors, volunteers, trustees, and patrons.
- Develops action plans, letters, forms, lists, invitations, and timelines for team member engagement, communications, strategic development, volunteer recruitment, membership, fundraising initiatives, and sponsor solicitation.
- Collaborates with team members, internal departments, and external vendors to coordinate large and small events.
- Coordinates other projects including mailings, calendar work, scheduling, filing, ordering supplies, and phone calls.

Florida State University's Student Union Productions / Club Downunder

Tallahassee, FL

Entertainment Events Coordinator

September 2022-May 2024

- Manage a \$10,000 budget, improve our 500+ capacity venue, work with vendors to create quotes, contracts, purchase orders, book venues, lead site visits, and coordinate AV, lighting, and staging needs for events with 800+ attendees.
- Interview, hire, and train 50+ interns to learn to create and manage events and schedule weekly shadowing sessions.
- Create, lead, advertise, and work events weekly for 40,000 patrons, such as concerts, lectures, and comedy shows that have included Keke Palmer, Darren Criss, Nirvana, and Kendrick Lamar, and manage office and administrative tasks.
- Developed and maintained relationships with key stakeholders, including vendors, speakers, and talent, ensuring smooth event operations and enhancing the brand's reputation among VIP attendees and talent agencies.

Florida State University's Homecoming Committee

Tallahassee, FL

Homecoming Live Assistant Director

January 2023-December 2023

- Plan and execute Homecoming Live at the Donald L. Tucker Civic Center, the biggest yearly concert with an attendance of over 4,000, with a \$300,000 budget, to create a stage, rent a venue, and sign a musical or comedic artist.
- Coordinate auditions for 100+ student groups to perform at Homecoming Live, including the Florida State University Cheerleaders and Florida State University Marching Chiefs, and serve as the main contact person.
- Communicate with talent agencies to book artists or comedians to perform at Homecoming Live and work with talent directly, with past performers being Amy Schumer, Jimmy Fallon, Tina Turner, and Pete Davidson.
- Create fundraising events, communicate with all departments and campus partners for all needs, and complete tasks, including ticketing, catering, event setup, clean up, design layouts, maintaining supplies, and leading meetings.

SKILLS

- Microsoft Office Specialist, Cvent, Condeco, SocialTables, Canva, Trello, Slack