

# Rayven Crisafulli, CMP, CMP-HC

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## PROFESSIONAL EXPERIENCE

### Lead Conference Manager

September 2016 to December 2020

University of Florida Department of Continuing Medical Education, Gainesville, FL

- *Supervisory Experience:* Directed operations of the event services provided by the Department of Continuing Medical Education. Directly supervised and trained event planners, and onsite event staff for all events. Acted as main source of communication for clients throughout the planning process as well as onsite. Served as an Internship Supervisors for UF THEM students during their senior internship. Provided on-the-job training and instruction in all areas of event management for interns.
- *Event Management:* Supervised all planning and participated in implementation of 15-18 large conferences held throughout the U.S. each year. Planned and executed over 80 events since 2014. Designed exhibit marketing materials and coordinated exhibit solicitation. Recruited as many as 30 exhibitors per event, bringing in over \$275,000 in exhibit income in 2019. Oversaw grant submissions for all events, and obtained over \$154,000 in grant revenue in 2019 and \$189,000 in 2018. Managed website and marketing design and distribution for events. Created budgets for and oversaw over ~\$780,000 in event revenue and expenditures annually. Managed logistics for upwards of 100 speakers and upwards of 300 participants per event. Negotiated venue and vendor contracts, obtaining significant discounts on food and beverage and room rates on all contracts. During the COVID-19 pandemic, directed emergency operations procedures for cancelling events and created strategic plans to relocate live events to online platforms.
- *Benchmarking and Strategic Planning:* Conducted annual benchmarking of event services offered by the department. Developed and implemented new procedures that streamlined and improved services provided and increased the department's competitiveness in the industry. Implemented strategies to determine client, and sponsor perceived ROI, and developed plans to increase their ROI. Developed long and short-term financial goals for the events division and implemented plans to obtain those goals. Created strategic plans and resources for 2020-2021 events affected by the COVID-19 pandemic that facilitated their move to online platforms. Created and marketed new Virtual Event Planning Services for the department that increased anticipated event revenue for the year.

### Owner, Lead Planner

May 2019 to Current

White Magnolia Weddings & Events, LLC, Gainesville, FL

- Founded and managed the daily operations of the business including workflow management, marketing and sales strategy, website design and copywriting, SEO strategies, accounting and financial strategy, and general strategic planning. Served as the lead planner for clients receiving wedding management services (day-of coordination) and full service wedding planning. Provided services including, but not limited to, client education on vendor hiring best practices and financial best practices, vendor sourcing and management, contract negotiations, budget creation and management, wedding design, timeline creation, and wedding day management. Provided a high-touch client experience throughout planning and execution of the wedding. Utilized Aisle Planner, a pre-eminent platform for planning weddings to enhance communication and the overall client experience. Worked with UF event management students as volunteer wedding day assistants, and provided training and instruction during their time working with our team.

Gainesville Elopements, Gainesville, FL

September 2020 to Current

- Created a subset of White Magnolia Weddings & Events that provides couples with an all-inclusive elopement experience that includes all the vendors necessary for an elopement. Conducted market research to determine the best format for the elopement packages as well as best practices for marketing. Sourced local wedding vendors to participate, and worked with each vendor to design a package that helps offset revenue losses incurred by COVID-19 related event cancellations and postponements. Managed operations for the business as well as served as the lead planner for the elopements.

## Conference Planner

January 2014 to September 2016

University of Florida Department of Continuing Medical Education, Gainesville, FL

- Coordinated the logistics for and executed approximately 8-10 medical education conferences in 4 cities each year. Duties included conducting pre-conference planning meetings, venue selection, contract negotiations, marketing, vendor contracting and management, speaker management, exhibit recruitment and management, grant solicitation, participant management, and on-site coordination for events with 50-250 participants.

## ACADEMIC SERVICE

**Instructor**, Event Management

Summer, Fall 2021

- Created lecture content and assignments for the HFT 2750, Event Management. Redesigned course content to provide a broad understanding of the events industry, event studies, theories surrounding event planning, as well as foundational skills for planning and executing events of all kinds. Practical application of knowledge was emphasized and assignments were created with business application and ability for future use in mind.

**Graduate Teaching Assistant**, Convention Sales & Services

Spring 2021

- Created lecture content and assignments for the HFT 4517, Convention Sales & Services under the supervision of Dr. Annamarie Sisson. Served as the unofficial instructor for the course for the duration of the semester.

**Guest Lecturer**, UF Field Experience Class – Douglas DeMichele, PhD

Fall 2015 to Current

- Gave an hour-long presentation each semester to students in Dr. DeMichele's Field Experience class on *Transitioning from a Student to a Professional*. Conducted mock-interviews, resume review and job application coaching for students.

**Senior Event Management Internship Supervisor**

Spring 2016

- Served as the senior internship supervisor for a UF event management student. Provided training in event logistics management including but not limited to budgeting, speaker management, graphic design, website design and management, email marketing, exhibit marketing, and venue contract management. Guided the student on best practices for professional client interaction. Supervised student onsite during events, providing opportunities for on-the-job learning and growth.

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## RESEARCH EXPERIENCE & INTERESTS

**Undergraduate Honors Thesis**, Thesis Advisor – Robert Beland, PhD

Fall 2013

- Conducted research on and wrote an undergraduate honors thesis on *Determining the Most Effective Use of Social Media Marketing for Events*.

### Research Interests

- Use of artificial intelligence in hospitality & event settings post COVID-19
- Impact of service quality on events
- Event consumer behavior
- Impact assessment of events
- Sustainable business development in event industries
- Strategic planning and marketing for events and event businesses
- Social media marketing strategies for events and event businesses
- Impact of virtual events on the event, hospitality, and tourism industries

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## PROFESSIONAL DEVELOPMENT

**Certified Meeting Professional**

May 2015 to Current

- Passed a rigorous certification exam that demonstrates understanding of and ability to implement best practices in the meeting management field.

**Certified Healthcare Meeting Professional**

May 2017 to Current

- Passed a rigorous certification exam that demonstrates understanding of the laws governing healthcare related meetings and the reporting requirements of the federal Physician Open Payment "Sunshine Act".

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## LEADERSHIP ACTIVITIES

- Active Member**, North Florida Business Advocates September 2020 to Current
- Attended weekly meetings to discuss business growth strategies and network with other business owners in the North Florida area.
- Active Member**, Meeting Professionals International - North Florida Chapter May 2014 to Current
- Attended monthly continuing educational meetings, served on the Student Task Force Committee from May 2015 - May 2016.
- President**, Tourism, Recreation, and Sport Management Honor Society December 2012 to May 2013
- Presided over meetings, managed the overall budget, oversaw the work of other officers and committees, and planned socials and off-campus events for the organization.

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## EDUCATION

### University of Florida

- Doctoral Degree in Health & Human Performance Anticipated Spring 2026  
*Specialization: Recreation, Parks, and Tourism*
- Bachelor of Science in Recreation, Parks & Tourism December 2013  
*Specialization: Event Management*
- Graduated Summa Cum Laude, GPA 3.86/4.0  
Honors Thesis: *Determining the Most Effective Use of Social Media Marketing for Events*