

CARRIE STEINBECK

LOCATION:

Atlanta, GA

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HIGHLIGHTS

- Trusted, cross-functional leadership with a record of driving global alignment, stakeholder buy-in, and team performance
- Crafting high-impact event experiences through goal-driven planning, immersive theme development, and strategic storytelling
- Creative vision backed by precision-focused execution that ensures consistency across every touchpoint

EXPERTISE

- Corporate Strategy & Execution
- Team Leadership & Development
- Budget Management & Cost Savings
- Event ROI Analysis & Pipeline Reporting
- Vendor & Contract Management
- B2B Customer Engagement
- Data-driven Decision Making
- Improving Operational Efficiency
- Marketing and Brand Strategy
- Creative Stagecraft & Theme Design

Results-driven event leader with deep expertise in delivering high-impact customer conferences, internal sales kickoffs, incentive trips, tradeshow, and executive-level experiences for global companies. Proven success managing multimillion-dollar budgets, developing and leading teams, and driving cross-functional collaboration to elevate event experiences and ROI. Adept at navigating complex stakeholder environments, negotiating contracts, and executing flawless events across diverse venue types, while infusing creative storytelling, thematic cohesion, and audience-centric design.

EXPERIENCE

FOUNDER & CREATIVE DIRECTOR

Rebel Wild, Atlanta, GA | January 2024 – Present

- Spearheaded the launch and growth of Rebel Wild, a mixed-media art brand, directing all creative vision, brand strategy, and direct-to-consumer operations.
- Engineered a scalable online storefront using advanced platforms, including the execution of complex API integrations to automate print fulfillment and optimize the customer journey.
- Developed and executed comprehensive, cross-channel marketing initiatives and seasonal promotions (such as the “Love Harder” campaign) to drive audience engagement, brand awareness, and revenue.

SENIOR GLOBAL EVENTS MANAGER / HEAD OF EVENTS

NCR Voyix (formerly NCR Corporation) | Atlanta, GA | August 2016 – August 2024

- Promoted in 2021 to lead NCR’s global event team, including internal staff and contractors, driving collaboration and high team performance. Oversaw onsite teams including travel directors and event contractors to ensure smooth execution across all events.
- Led strategic planning and execution for 50+ annual global events, including all top-tier events (customer summits, internal sales conferences, kickoff conferences, executive events, and incentive trips).
- Managed \$15M+ in annual budgets, achieving 10% cost savings over three years through strategic negotiation and resource optimization.
- Directed end-to-end logistics for top-tier customer and internal events, overseeing site selection, contract negotiations, theme development, marketing strategy, exhibit hall design and installation, as well as overall stage production resulting in seamless execution and enhanced attendee experience while successfully delivering on ROI.
- Implemented marketing strategies driving a 13% increase in customer attendance at most recent customer conference from previous year.
- Developed tailored sponsorship packages, increasing revenue by 36% and boosting partner engagement and satisfaction.
- Implemented strategic negotiation tactics to secure complex hotel contracts, achieving up to \$250,000 in savings.
- Spearheaded comprehensive external vendor and agency procurement (AV producers, DMCs, event contractors, exhibit houses) from RFP to onboarding; cultivated strong partnerships and provided strategic direction, resulting in exceptional event delivery.
- Implemented tracking metrics and post-event survey feedback to support ROI analysis, compliance documentation, and continuous improvement efforts.
- Produced 25+ custom virtual event platforms and mobile applications to deliver unique, user-centric event experiences.
- Promoted professional growth within the events team by mentoring and developing continuous learning opportunities and career advancement plans.

TECHNICAL

- Cvent
- Microsoft Suite
- Adobe Creative Suite
- Asana
- Quickbase
- Smartsheets
- Salesforce
- Guidebook
- AI Collaboration
- Custom virtual event platforms
- Multiple mobile app platforms

EDUCATION

Bachelor of Science Degree
in Advertising / Marketing
Murray State University
Murray, KY

EVENT & TRADE SHOW MANAGER

Ingram Content Group, La Vergne, TN | July 2008 – August 2016

- Executed 75+ annual events, including international trade shows and internal conferences across 10 business divisions.
- Managed a \$2M budget and consistently achieved 5% savings through cost control and negotiation.
- Designed sales conferences and booth experiences (up to 10,000 sq ft), partnering with sales and executives to ensure brand alignment and measurable ROI.
- Directed onboarding and training programs for new hires, improving departmental integration and performance.

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