

# SAMANTHA RANDEL, DES

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DENVER, CO

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## SUMMARY

Dynamic event and media leader with over 15 years of success in digital and live production. Skilled in conferences webinars, sponsor engagements, and audience experiences. Recognized for delivering ROI-driven strategies, enhancing client satisfaction, and leading cross-functional teams under pressure.

## KEY COMPETENCIES

- Event strategy and ROI
- Virtual and hybrid event management
- Webinar and conference production
- Stakeholder engagement
- Content quality control
- Sponsored content optimization
- Live broadcast and crisis management
- Cross-functional collaboration
- Vendor and speaker management
- Audience experience design

## TECHNICAL SKILLS

- Zoom meetings, webinars, and events
- Cadmium
- Microsoft Teams
- Slack
- DaVinci editing
- Ignite Production Automation
- Microsoft Dynamics CRM
- Sony ELC
- Canva

## PROFESSIONAL EXPERIENCE

MEDICAL GROUP MANAGEMENT ASSOCIATION (MGMA), Denver, CO

10/2023 – 07/2025

### Digital Events Content Coordinator

- Collaborated with stakeholders across a national non-profit to design and deliver high-quality learning experiences for over 60K members, ensuring content quality and mission alignment.
- Produced a three-day digital conference with over 3.8K registrants, generating \$100K in revenue while managing CEU compliance, seamless recordings, and sponsor deliverables via Cadmium.
- Designed and executed over 25 sponsored webinars and educational seminars using Zoom Events to drive engagement and sponsor ROI with audiences ranging from 200 to 600 participants.
- Managed logistics and speaker onboarding for four national spring conferences, attracting 200 to 300 attendees and generating \$60K to \$200K per event.
- Leveraged AI tools to streamline content tagging, transcript review, and CEU tracking, reducing manual processing time by 30% and improving attendee access to session resources.
- Led cross-functional teams and vendor partners to deliver events on time and under budget, resolving live production issues quickly to maintain attendee satisfaction.
- Orchestrated a leadership conference for over 500 C-suite executives across healthcare, featured 60 speakers over three days, advanced organizational leadership development goals, and strengthened sponsor partnerships.
- Created detailed project plans, event reports, and stakeholder communications to ensure alignment on goals, timelines, and outcomes.

KMGH – CHANNEL 7, Denver, CO

09/2015 – 09/2023

**Emmy Award-Winning Newscast Director**

- Directed Emmy Award-winning newscasts, ensuring flawless on-air execution by troubleshooting live broadcast issues under tight deadlines.
- Oversaw quality control of camera operations, graphics, and audio. Improved production accuracy and reduced on-air errors by 20%.
- Trained staff on new broadcast platforms and translated technical requirements into clear guidance that accelerated adoption and minimized transition downtime.

KCNC – CHANNEL 4, Denver, CO

11/2010 – 09/2015

**Newscast Director, Studio Technician**

- Supervised live studio operations and handled robotic cameras, teleprompters, graphics, and audio systems to deliver error-free broadcasts.
- Executed floor activity and provided real-time technical guidance during newscasts, ensuring smooth transitions and consistent broadcast flow.
- Partnered with producers and anchors to align technical delivery with editorial goals, elevating on-air presentation and viewer experience.

## EDUCATION

**Bachelor of Science (BS)**, Public Relations and Advertising, ORAL ROBERTS UNIVERSITY, Tulsa, OK

## CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

**Certification**, Digital Events Strategist (DES), PROFESSIONAL CONVENTION MANAGEMENT ASSOCIATION (PCMA), Chicago, IL

**Webinar**, PROFESSIONAL CONVENTION MANAGEMENT ASSOCIATION (PCMA), Chicago, IL

- Sustainability Redefined: Pioneering Strategies for Impactful Events

## MEMBERSHIPS

**Active Member**, PROFESSIONAL CONVENTION MANAGEMENT ASSOCIATION (PCMA), Denver, CO

## AWARDS

**Heartland Emmy Award**, BREAKING NEWS SEGMENT, Denver, CO

## VOLUNTEERING

**Food Distribution Volunteer**, PARKER TASK FORCE, Parker, CO

- Supported community members by restocking donation warehouse and assisting clients with grocery distribution.