

PROFESSIONAL SUMMARY

Results-driven professional with over 18 years of experience leading international teams in the end-to-end production of 300-1,500 small and large-scale events. Proven expertise in non-profit and higher education sectors, including in-person, virtual, and hybrid events. Skilled in managing complex, cross-functional programs, with a strong focus on efficiency, process creation, and maintaining high standards. Adept at aligning leadership, identifying operational improvements, and driving collaboration across internal teams to streamline event processes and deliver successful outcomes. Known for a proactive approach and a commitment to continuous improvement.

PROFESSIONAL EXPERIENCE

DIRECTOR OF VOLUNTEERS

Mar 2023 – May 2025

OneWorld Health, South Carolina- The role was eliminated due to budget cuts.

Oversaw operations and logistics of the volunteer program of over 300 people annually traveling to East Africa and Central America to extend their medical training and to provide medical and non-medical services to communities in need alongside permanent facilities.

- Oversaw over 30 international trips annually, including travel, transport, inventory, accommodations, safety, security and entertainment for all volunteers and staff.
- Led a multiple-disciplinary team across four countries, including full-time, contract and volunteer staff.
- Recruited volunteers through multiple initiatives and platforms, yielding an 87% registration rate.
- Created engagement experiences for donors supporting the development team, ranging from domestic receptions to week-long international experiences.
- Created onboarding and training for volunteers in video, documentation and group training sessions.
- Developed and implemented policies and procedures across four countries, with a focus on program logistics and customer service.
- Served on the Executive Leadership Team.

EXECUTIVE DIRECTOR, STUDENT INVOLVEMENT LEADERSHIP AND INTERNATIONAL ENGAGEMENT

St. Joseph's University, New York

Jan 2021 – Mar 2023

Oversaw departments of student life while planning over 350 events annually.

- Planned 30% virtual, 67% in-person and 3% hybrid events, workshops and ceremonies.
- Oversaw professional programming team for the student body, including overnight students.
- Create policies in areas of marketing, planning and assessment.
- Led innovative engagement opportunities across different disciplines.
- Directed and created workshops and programs focused on diversity, equity and inclusion.
- Increases retention of new students from 79% to 91%.
- Created curriculum for resource-based first-year seminar course with varying modalities.
- Adjunct faculty for 3 sections of over 60 students.
- Oversaw adjunct faculty of 18 sections and over 230 students per semester.
- Create extended 16-week courses for students beyond the first year.

LAUREN PURCARO

ASSOCIATE DIRECTOR

Sept 2015 – Oct 2019

SENIOR ASSISTANT DIRECTOR

March 2014 - Sept 2015

ASSISTANT DIRECTOR

Jan 2013 – March 2014

Adelphi University, New York

Led and executed campus-wide programming, managing all aspects of event operations. Events included fundraisers, conferences, galas, concerts, comedy shows, carnivals, debates, media events, team building, trade shows, ceremonies, and retreats.

- Raised attendance on large-scale, three-day-long programs by 20% annually.
- Oversaw production and engagement in Adelphi Spirit Weekend, nominated for a Bethpage Best of Long Island Award.
- Implemented registration and event tracking software and built policies and procedures accordingly.
- Created marketing strategy per event and population, incorporating social media campaigns, print and word-of-mouth.
- Identified methods and negotiations with vendors for 90 budgets, saving over \$20,000 in one year.
- Led and trained a cohesive team of full-time and part-time employees, volunteers and vendors.
- Adjunct Faculty, First Year Experience Program.

EVENT MANAGEMENT AND SUMMER CONFERENCE COORDINATOR

Nov 2008-Dec 2012

Hofstra University, New York

Coordinated over 400 on-campus event venues, audio visual, catering and furnishings for internal and external clients. Converted residence halls into a hotel for conferences, church and youth camp organizations in the summer, overseeing a 24-hour operation.

- Oversaw hospitality staff, including training, and hiring over 60 people.
- Provided logistical support for major university events including the Presidential Debate, commencement and convocation.

CONFERENCE ASSOCIATE

Jan 2008-Nov 2008

St. John's University, New York

- Coordinated all aspects of internal events.
- Planned all aspects of events with external clients.
- Planned all aspects of overnight conference housing and facility rentals.

EDUCATION

Master of Leadership and Policy Studies | Hofstra University, New York

Bachelor of Arts in Mass Communication | Iona University, New York

Certificate, Entrepreneur Program | Hofstra University, New York

PROFESSIONAL & TECHNICAL SKILLS

Project Management

Strategic Planning

Journey Mapping

CRM Software

Social Marketing

Team Developing

Brand Strategy Alignment

VIP Relations

Risk Management

Budgeting

Standard Operating Procedure Creation

Contingency Planning

Presentation Competency

Virtual Meetings/Conferences

Work Management Software