

Jessica Arnold

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Professional Experience

Onspring Technologies

Office Manager & Special Events Coordinator

Overland Park, Kansas

May 2025 - Present

- Serve as executive assistant to the Founders' Team, managing complex scheduling, travel logistics, and expense reporting for eight senior executives
- Plan and coordinate internal and external events of up to 300+ attendees, including GRC Days regional conferences and Onspring's annual user conference
- Partner with the marketing team to manage event logistics, vendor coordination, branding, and deliverables for conferences and corporate functions
- Lead vendor sourcing, contracts, and budget tracking for office operations and event services, ensuring all partnerships are executed on time and within budget
- Collaborate with leadership to organize internal meetings, prepare agendas, presentations, and manage all related communications
- Oversee day-to-day office operations, including procedures, security, facility maintenance, and vendor management
- Serve on the Employee Experience Committee to support culture initiatives, internal communications, and the company newsletter
- Coordinate incentive travel programs, employee engagement initiatives, and special projects that strengthen company culture and collaboration

Vision Savage Media

Marketing & Social Media Coordinator

Overland Park, Kansas

January 2025-Present

- Manage and execute social media strategies for high-profile festival clients, including Rocklahoma (212k Facebook followers & 46.2k Instagram followers) Born and Raised Music Festival (61k Facebook followers & 26k Instagram followers) and Cotton Fest (10k Facebook followers & 13.9K Instagram followers), resulting in increased audience engagement and brand visibility across platforms.
- Develop comprehensive marketing campaigns to promote festival lineups, ticket sales, and brand partnerships, aligning with the overall strategic vision of Vision Savage Media and its clients.
- Create engaging content tailored to diverse audiences, boosting social media reach and impressions across multiple channels.
- Provide real-time customer service on social media platforms, addressing attendee inquiries, resolving issues, and ensuring positive fan experiences leading up to and during festivals.
- Analyze social media metrics and campaign performance, offering actionable insights that improve content strategies, engagement rates, and follower growth.
- Assist in live event coverage on digital platforms, capturing key festival moments and engaging audiences in real time to maximize digital reach during event weekends.

C3 Presents

Premium Experience Team Member

Austin, Texas

Innings Festival & Extra Innings Festival - Tempe, Arizona

High Water Festival - Charleston, South Carolina

Railbird Festival - Lexington, Kentucky

- Provided frontline guest support as a Concierge, serving as the primary information provider and offering recommendations on amenities and local services to elevate the guest experience.
- Managed the cleanliness and operational flow of premium lounges and viewing areas by coordinating with vendors, greeting guests, and ensuring all amenities were properly stocked.
- Oversaw efficient guest transportation, monitoring shuttle lines and communicating with drivers to ensure timely arrivals and departures, while also maintaining vehicle cleanliness and security.
- Acted as a flexible support resource, assisting management with staff breaks, conducting quality assurance checks, and resolving guest inquiries across all premium areas to maintain high service standards.
- Controlled capacity in VIP viewing areas and facilitated a seamless experience for guests by anticipating needs and coordinating with the bar staff to ensure adequate supplies.
- Collaborated with security teams to monitor wristbands and credentials, guaranteeing only authorized guests accessed shuttle services.
- Participated in daily operational meetings, providing feedback to managers and assisting with festival load-in/load-out processes.

Social House Entertainment**Overland Park, Kansas***Operations Coordinator*

May 2024- January 2025

- Lead and manage the acquisition, hiring, scheduling, and supervision of over 180 staff members for each event, spanning 17 large-scale festivals, demonstrating strong organizational and management skills
- Successfully plan and execute large-scale events, including the 'Tacos and Tequila Festival' with 10,000-15,000 attendees and 'Not Just a Phase Fest' with 5,000-8,000 attendees, ensuring high- quality experiences for all guests across music festivals in Kansas City, Milwaukee, Dallas, San Antonio, Sioux Falls, Chicago, and Winnipeg and leading to sold out capacities at each venue and generated over \$1M in revenue for high-profile productions
- Oversee the acquisition and coordination of 20–25 food vendors and 10+ retail vendors for each event, fostering strong partnerships to enhance vendor offerings and align with event themes.
- Managed the entire sales process for Snow Globe Milwaukee's group sales, catering to corporate outings and large groups, ensuring customized experiences for clients, completing over \$45,000 in ticket sales
- Developed ticketing experience with Tixr and TicketSmarter, collaborating with the ticketing manager to assist customers with any ticketing issues and sales
- Box Office Management, handling guest credentials, guest lists, and sales on the day of the event, ensuring a smooth experience for all attendees
- Support the customer service platform Gorgias to manage inquiries and social media messages for all festivals, ensuring timely and effective responses to enhance attendee satisfaction

Marketing & Event Management Intern

January 2024-May 2024

- Adapted to a fast-paced, rapidly evolving work environment, consistently meeting deadlines, and contributing to multiple projects in all departments with efficiency and creativity

Lollapalooza 2024**Chicago, Illinois***KU LEAP Program Participant*

August 2024

- Participated in an immersive program connecting students with industry leaders in festival management, event operations, and music entertainment
- Engaged with executives from C3 Presents and other high-profile music festivals, gaining valuable insights into large-scale event production
- Developed hands-on skills in operations, premium services, and sustainability through shadowing and mentorship opportunities
- Strengthened networking abilities by fostering relationships with top industry professionals

Savvy Beverage**Sydney, Australia***Marketing Intern*

June 2023- August 2023

- Assist in the development and execution of marketing strategies to boost brand identity and drive customer engagement across several platforms
- Conduct market research to identify consumer trends, preferences, and competitor analysis which provides valuable insights for marketing campaigns

The Granada and The Bottleneck**Lawrence, Kansas***Marketing Intern*

January 2023-May 2023

- Assisted in coordinating and executing grassroots marketing techniques, such as street teaming, posterizing, and local partnerships to reach a greater audience
- Responsible for aiding in the invoicing, ad packs and ad settlements, and digital account management processes.

Education**University of Kansas****Lawrence, Kansas**

Bachelor of Science Marketing Overall GPA: 3.58

Music Enterprise Certification

Colorado State University**Fort Collins, Colorado**

NCAA Division 1 Student Athlete