

JENNIFER KAPP

+917.627.8979

hello@jennkapp.com

www.jennkapp.com

www.linkedin.com/in/jennkapp

Global Experiential Marketing

“VIC & VIP” Luxury Client Events & CRM Management

UHNW Lifestyle Services, Corporate Event Specialist

Brand Activations, Hospitality Experiences & Social Events

NYC Based & Global Remote

“Experiences are the new luxury”

Enthusiastic hospitality minded events specialist developing strategic and creative high-touch experiences. Utilizing a global network from New York, London, Dubai, Miami, Los Angeles and beyond. Comprehensive skills from financial services, media, and hospitality industries. Unforgettable experiences enhancing engagement and brand loyalty to strengthen client relationships for “ROE,” Return On Experiences!

- **Expert working remotely since 2017** with proven success managing multiple projects within different time zones.
- **Value added skills** including extensive hospitality operations and marketing, menu planning, social media management and influencer relations, concierge & lifestyle services, calendar management; “Dot connector”.
- **Trending with the economic landscape**, I am open minded to all possible job position scenarios.

HELLO@JENNLKAPP, EXPERIENTIAL CONSULTANCY | NEW YORK

Senior Client Event Specialist, Managing Director & Founder: 2011 - Present

- Expansive consulting portfolio of experiential activations (B2B, B2C), brand launches, luxury conferences, complex celebrity chef dinners, yacht events, lifestyle partnerships, and social occasions; Communicate and maintain excellent relationships using “invested hospitality” to sustain a legendary roster of clients and companies as seen on my website.
- Event Management- Strategize event concepts, budget development, venues and vendor sourcing, hotel room blocks, printed collateral production, run of show, on-site leadership, all travel and itineraries, luxury gifting, organizing premium guest experiences of dinners, cocktail parties, and leisure activities.

RECENT HIGHLIGHTS

CHANEL | Replica VIC and Press Fashion Show Miami with Black Flower Agency, November 2022

Managed Glam Suite and Glam Programming at The Four Seasons Surfside handling over 100 US VIP Clients appointments

MACYS | Macys Style Crew Inaugural Influencer Dinner in partnership with Open Influence, November 2022

“Instagram-able” moments of floral wall, branded cocktail, seated dinner for 35 guests, and discussion with journalist Maria Menounos, Podcasters and Bravolebrities Hannah Berner & Paige DeSorbo

THE NEWS MOVEMENT | British Media Company Brand Launch NYC with Cheerful Twenty-First, October 2022

Entire spectrum of event management collaborating with the creative team in London as “boots on the ground” in NYC

Luxury VIC/VIP Client Engagement Expert

- Work alongside communication directors, internal PR & CRM managers on client programming to drive sales initiatives.
- Organize and plan 50+ intensive individual travel, hotel and leisure guest itineraries for US and International VIC clients, celebrities, and press attendees at each activation using concierge services, hospitality, and event planning skills.

RALPH LAUREN | VIC and Press Fashion Show Los Angeles in partnership with JBD Events, October 2022

ALEXANDER McQUEEN | VIC and Press Fashion Show New York in partnership with JBD Events, March 2022

BOTTEGA VENETA | Salon 03 SS 2022 VIC and Press Detroit in partnership with Quintessentially Events, October 2022

TIFFANY & CO. | Blue Book High Jewelry Collection New York with Quintessentially Events, September 2021

CARTIER | VIC Haute Joaillerie Exhibition & Résonances New York with Black Flower Agency, October 2017

FAMILY OFFICE EXPERIENCES | INTERNATIONAL

Consulting Event Director: 2021 – Present

- Contracted event director producing exclusive financial conferences and lifestyle experiences for private audiences of family offices, wealth management, real estate & crypto, NBA & NFL athletes, and C-Suite executives.
- Execute all event planning - Manage vendor procurement, run of show, printed collateral, menu planning, venue selection, transportation, staffing and concierge services to sponsors and attendees.

Dubai 1.0 | The Future of Family Office - Nov 2021

LA 2.0 | Family Office & Sports, Super Bowl Feb 2022

New York 3.0 | Family Office & Sports, NBA Draft June 2022

Dubai 2.0 | The Future of Family Office March 2022

Miami 4.0 | Family Office & Sports Formula 1 May 2022

Ghana 1.0 | FOE Africa July 2022

GATHER EXPERIENCES by DIGIDAY | INTERNATIONAL

Director of Culinary and Event Programming: 2017 – 2020

- Produce world-class, C-suite hospitality experiences for a range of B2B clients with the world's most decorated chefs.
- Lead culinary programming with exclusive thematic elements of gifting, proprietary bespoke menu, and design services.
- Managed global on-site logistics to deliver unforgettable experiences that engage audiences.

The Grill | Mario Carbone New York 2017

Villa Archange | Bruno Oger Le Cannel/Cannes

Gunter Seeger | Gunter Seeger, New York 2018

In Situ | Corey Lee, Brandon Rodgers, *Ian Scaramuzza* San Francisco, 2019

Roganic | Simon Rogan London 2018

Paloma | Nicolas Decherchi Mougins/Cannes 2018

Crown Shy | James Kent, New York 2019

FOX LIFESTYLE HOSPITALITY GROUP | NEW YORK

Director of Marketing and Event Sales: 2017 - 2019

- Opened multi-concept flagship restaurant working alongside the owner as “Chief of Stuff” to execute marketing calendar, CRM programs (including multiple websites & external digital channels) and business strategy for all concepts.
- Generated just over \$500K in event sales (annually) from large buyouts, film shoots, industry, corporate and social events.
- Oversaw PR & Social Media agencies developing content strategy, press & influencer tastings to drive revenue.

CONDE NAST | NEW YORK

Director, Experiences: 2015 – 2016

- Conde Nast Media Group - Managed internal event programming for high-profile publishers, editors, and ad sales executives; Coordinated charitable donations, journal ads, ticket allocations for industry recognition.
- Organized all travel itineraries for industry events- *Cannes Lions, CNE Digital New Fronts and CES*.
- Bon Appétit Innovation Group - Managed organization for chef travel and vendor relationships for branded experiences *Chase PGA Champions of the Course, Chicago Gourmet Food & Wine Festival, Feast or Fashion and BA Hot 10*.

VELOCITY APP/BLACK | NEW YORK and LONDON

Founding Officer US Launch, Director of Culinary and Events: 2015 - 2016

- Produced & negotiated all aspects of Gold Sponsorship at *Food Network New York City Wine & Food Festival*; Lead creative design, strategic brand placement, budgets with Agency 21.
- Facilitated Series A hospitality app launch with acquiring PR agency, EIN number, office space and developed HR program.

THE DINEX GROUP (DGBG KITCHEN and BAR) | NEW YORK

Captain and Brand Ambassador for Chef Daniel Boulud: 2009 - 2015

- Opening team and senior staff for Daniel Boulud's groundbreaking concept selling food and beverage to a following of high-profile regulars, celebrity chefs and press; Managed staff and worked with management on daily logistics.
- Assisted with on/off site culinary events, festivals, and partnership experiences.

QUINTESENTIALLY | NEW YORK and LONDON

Head of Restaurants & Strategic Partnerships/Lifestyle Services Management: 2010 - 2012

- Executed strategy for global UHNW membership base across 62 offices to secure and drive dining & member benefits for exclusive access dining reservations, preferred member benefits, pricing, and events programming.
- Utilized personalized relationships with PR agencies, hospitality groups resulting in member satisfaction & engagement to drive membership & renewal rates.
- Supervised team of 20, remotely trained flagship offices on hospitality communications and protocol.
- Lifestyle management to UHNW individuals- coordinated leisure and business travel, secured lifestyle services, organized business projects including corporate & social event planning along with providing all gifting needs.

PHILANTHROPY | NEW YORK

Ovarian Cancer Research Fund “Super Saturday” Volunteer Manager Press/VIP Tables: 2015 - 2017

Share Our Strength | No Kid Hungry Taste of the Nation Hospitality & Gifting Chair: 2009 - 2017

EDUCATION | NEW YORK | BOSTON

New York University of Continuing and Professional Studies - Certificate in Event Management

Northeastern University - Communications/Marketing