

Natasha Bush-Postell

(404) 416-3437 | Success2412@gmail.com

PROFESSIONAL SUMMARY

PMP-certified Event and Conference Professional with expertise in event management, webinar production, event strategy, attendee engagement, and stakeholder relations. Proven ability to deliver conferences, virtual events, and webinars that meet organizational goals, enhance brand visibility, and maximize attendee satisfaction. Skilled in registration management, sponsor relations, and cross-functional collaboration to drive revenue, improve efficiency, and foster long-term partnerships.

CORE COMPETENCIES

- Event & Conference Production (In-person, Hybrid, Virtual)
- Webinar Program Development & Hosting
- Registration & Attendee Management Systems (Cvent, Stova)
- Stakeholder, Speaker & Sponsor Relations
- Engagement & Retention Strategies
- Budgeting, Cost Control & ROI Analysis
- Program Development & Content Curation
- Metrics, KPI Tracking & Post-Event Reporting
- Compliance, Credentialing & Continuing Education

WORK EXPERIENCE

NICSA

Webinar Program Manager and Event Analyst

May 2024 – Present | Remote

- Manage full-cycle webinar and virtual event production, including content planning, speaker sourcing, registration, and attendee engagement.
- Develop a strategic webinar program aligned with industry trends, engaging 1,000+ participants annually.
- Serve as primary registration manager, handling attendee onboarding, access management, and reporting.
- Oversee sponsor and committee relations, securing high-profile speakers and supporting fiscal year initiatives.
- Facilitate live polling, Q&A, and post-event analytics to measure attendee engagement and program impact.
- Ensure compliance with continuing education credentialing requirements for participants.

Technical Association of Pulp & Paper Industry (TAPPI)

Account Manager: Nanotechnology, Pulping & Engineering

June 2021 – February 2024 | Remote

- Produced and managed conferences, annual meetings, and virtual events, generating \$300K in revenue and \$150K in membership dues.
- Increased event attendance by 12% YoY through engagement initiatives, registration optimization, and content strategies.
- Spearheaded all logistics: registration management, venue contracting, speaker onboarding, volunteer coordination, and sponsor relations.
- Designed and implemented networking opportunities to improve attendee engagement and satisfaction.
- Directed co-location partnerships to enhance event efficiency and broaden reach.
- Promoted to Account Manager for driving operational excellence and building strong stakeholder relationships.

TECHNICAL SKILLS

- Event Platforms: Cvent, Stova
- Virtual Event Tools: Zoom (host/admin), Higher Logic, Open Water, Elevate
- Project Management: Trello, Smartsheet, Monday.com
- Collaboration: Teams, Slack, SharePoint
- Association Management & Survey Tools: IMIS, Nimble, SurveyMonkey
- Microsoft Office Suite & Social Media Platforms

EDUCATION & CERTIFICATIONS

- Bachelor of Science, Biology (Pre-Med Track) – Wright State University, Dayton, OH
- PMP Certification – Project Management Institute (PMP# 2791155, Expires Aug 2026)

REFERENCES

Available on [LinkedIn Profile](#). Additional professional references available upon request.