

# ROKEENA L. WILLIAMS, CMP

8111 Warbler Way, Indianapolis IN 46256  
317.650.1980 | rokeena.williams@gmail.com

## SUMMARY OF QUALIFICATIONS:

- Excellent interpersonal and professional skills with learners, clients, staff and affiliates.
- Dependable and self-motivated with a desire to execute higher standards 100% of the time.
- Able to multi-task, direct, lead, and effectively communicate with direct supervision of 5 employees.
- Ten plus years of nonprofit and corporate partnerships dealing with meeting planning, financials, fundraising, and contract fulfillments.
- Ten plus years of managing and event planning experience with excellent customer service.
- Four plus years experience in continuing medical education and program management from design, budgeting, implementation, and financial closeouts.
- Coordinated and led professional development and continuous quality improvement trainings for all staff.
- Extensive experience in LMS systems like Tracker, CloudCME, Caterease, and Salesforce.

## EDUCATION:

### **Bachelor of Science in Tourism, Convention, and Event Management**

Indiana University Purdue University Indianapolis, IN  
Degree Completion: May 2009

### **Certified Meeting Professional (CMP)**

Event Industry Council  
Certificate Completion: November 2018

## EXPERIENCE:

Apr 2019 - Present

### **Special Projects Manager**, Stanford Medicine, Center for Continuing Medical Education

- Independently implement, administer and evaluate day-to-day activities of the unit, function or program by identifying and executing tasks and objectives, making recommendations that impact policies and programs, and assigning resources to achieve the goals of the program.
- Collect and analyze data, create reports, review and explain trends; formulate and evaluate alternative solutions and/or recommendations to achieve the goals of the program or function.
- Analyze and interpret policies; develop, revise and implement procedures for program or function.
- Represent the program or function as the key contact and subject matter expert within the department, unit or school. Commit resources and provide information and/or training. May also represent the program or function to external/internal stakeholders and constituencies.
- Organize and/or participate in outreach activities that may include developing communications and training, planning/promoting events and/or conferences.
- Participate in development of budgets, monitor, and approve expenditures. May perform limited forecasting and provide recommendations that determine the budget.
- Coach and mentor other members of the team on compliance, Cloud-CME, and process improvement.

Sep 2015-Apr 2019

### **Program Manager**, IU School of Medicine, Division of Continuing Medical Education

- Assist CME leadership as directed in their effort to carry out the mission and goals of the Division of CME, IUSM, and IU.
- Supervise and manage daily tasks of the assigned Compliance and Meeting Planning Specialists and other staff.
- Ensure that all activities are consistently done in accordance with ACCME, AMA, Division of CME, and University rules, standards, guidelines, and processes.
- Ensure that financial closeouts and services are delivered in a timely, efficient, and professional manner consistent with the high standards of IU, best practices, and ACCME.
- Own the relationship between the Division of CME and vendors along with monitor the overall performance and coordinate issues on behalf of the Division of CME.
- Manage and implement special projects as assigned.
- Train and mentor all staff on existing and new processes, policies, and professional development opportunities.
- Liaison with course directors and attend activities as necessary.

- Assist leadership in identification and development of internal policies related to event management and accreditation compliance.
- Assist with the department's marketing initiatives and website maintenance.

Oct 2013–Sep 2015

**Activity Coordinator**, IU School of Medicine, Division of Continuing Medical Education

- Managed and tracked program tasks, budgets, timelines, issues, and risks from start to finish with successful completion.
- Ensured compliance standards and policies were met and documented with the university, department, and ACCME.
- Communicated with activity stakeholders on an ongoing basis, providing exemplary customer service at all times while communicating our compliance needs.
- Facilitated operations and handled all logistics in a positive and pleasant manner.
- Ensured that all aspects of events are implemented and carried out according to plan. If plans changed, made necessary arrangements and resolved any issues.
- Developed and maintained good vendor relationships. Assisted with negotiation of contracts for space, catering, and equipment.
- Scheduled rooms, determined catering needs, coordinated marketing, prepared event materials, coordinated audio/visual needs, made travel arrangements for guest speakers, handled invitations, and tracked event attendance. Responded to all requests quickly and professionally.

Jul 2010-Oct 2013

**Field Sales and Marketing Manager**, Seasons 52 Fresh Grill and Wine Bar

- Lead and managed internal and external group & event dining and reservation sales opportunities.
- Oversee all aspects of vendor and guest related contracts as they relate to private dining functions.
- Developed and managed annual local marketing plan to drive business and build brand awareness.
- Built and maintained relationships with hotel concierge, meeting planners, local businesses, while continually working to create and build a list of decision makers and influencers in the local community.
- Sourced, managed, and implemented participation in local events/functions appropriate to the brand, budget and goals.
- Established guest service and satisfaction as a priority through personal example and follow-through.

Jul 2007–Jul 2010

**Event Sales Manager & Coordinator**, Jillian's Entertainment Mega-plex & Restaurant

- Planned and executed multiple social and corporate events daily from 10 to 1,600 attendees.
- Successfully developed meeting objectives for client needs and demands.
- Built lasting community partnerships through service, sponsorships and networking.
- Plan and implemented various sponsorships opportunities, tradeshow and exhibits.
- Track record of exceeding fiscal year sales goals and budgets requirements.

Aug 2006-Jul 2007

**Assistant Annual Benefit Planner**, College Mentors for Kids Inc.

- Coordinated and prepared press releases and community calendar notices.
- Researched, solicited and secured donation items and charitable funds.
- Employed active listening skills and service oriented skills to planning.
- Managed personnel resources by motivating, developing and directing staff & volunteers.
- Exceeded fundraising goals, in 2007 raised over \$100,000 and 2008 raised over \$142,000 in charitable funds.

Jul 2003-Aug 2005

**Administrative Office Assistant**, 434<sup>th</sup> Air Wing, Grissom ARB

- Adept at all office equipment and typing.
- Routed multi-line phone calls to appropriate personnel.
- Prepared documents, presentations, contracts, and maintained office records.
- Maintained high standard of confidentiality.

**ACHIEVEMENTS:**

- Chair, Professional Development Committee, IUPUI Staff Council, 2017-Present
- Member, Alliance for Continuing Education in the Health Professions, Membership, 2017- Present
- MPI Member, Indiana Chapter, Meeting Professionals International 2012-Present
- Recipient of the Staff Council Outstanding Committee Chair, IUPUI Staff Council, 2017-2019
- Alumni Board Member, IUPUI School of Physical Education and Tourism Management, 2015-2018
- Recipient of the Jack Langston CMP/CMM Scholarship, IMPI, 2017-2018

- Recipient of the Member of the Year Award, IMPI, 2013-14
- Recipient of the Emerging Leader Award, IMPI, 2012-13
- Y For All Campaign Committee Member, YMCA, 2012-Present
- Golf and Wine Auction Committee Member, Indianapolis Zoo, 2010-13
- Servsafe Certified, 2010
- ISES Member, Indiana Chapter 2009-11
- PCMA Student Member, Midwest Chapter, 2008-10
- Volunteer Annual Benefit Planner, College Mentors For Kids, Inc. 2007-08
- Project Officer, AFAF Federal Campaign, 2004-05

**PRESENTATIONS:** 43rd Alliance Annual Conference, Jan 20-23 2018, poster presentation "*Someone You Love: The Human Papillomavirus (HPV) Epidemic - Documentary Film*"  
40th Alliance Annual Conference Jan 13-18 2015, presented "*Get CME while Building a Community Partnership*"  
Annual CME MidWest Providers Conference Oct 16 2019, presented "*CME Tech Trends and Tools*"