

CHRISTIANE D. CARTER

📍 Charlotte, NC | ✉️ chrisdcpro@gmail.com | ☎️ 954-559-3725 | [in @christiane-d-carter](https://www.linkedin.com/in/christiane-d-carter)

Event Marketing Leader | Global Field Marketing | Pipeline Growth

Accomplished marketing executive specializing in global field and event strategies that drive pipeline growth, customer retention, and brand elevation. Known for turning events into revenue engines, managing multi-million-dollar budgets with efficiency, building high-performing teams that execute at scale, and creating strategic models that translate across international markets.

KEY SKILLS & EXPERTISE

Event Strategy & Execution: Sales & Marketing Events, Experiential Marketing

Client Engagement & Retention: VIP & Executive Experiences, Hospitality Activations

Demand Generation & Pipeline Influence: Third Party Conferences & Events

Content & Curriculum Development: Creator Marketing, Thought Leadership Initiatives

Virtual Event Production: Webinar Management, Digital Engagement Strategies

Community Building & Influencer Outreach: Creator Recruitment, Program Curation

Strategic Partnerships & Product Development: Executive Communication & C-Suite Engagement

Budget & Vendor Management: Contract Negotiation, Venue & Logistics Planning

Data-Driven Decision Making: Performance Metrics & ROI Analysis, CRM & Event Platforms

Team Leadership & Coaching: Direct Reports, Multi-Team Collaboration

PROFESSIONAL EXPERIENCE

Raptive

Remote | **Senior Integrated Marketing & Brand Manager** | Mar 2024 – Present

- Owned multi-million dollar annual event portfolio, leading direct reports and cross-functional teams to deliver 15+ annual events with measurable impact in sales acceleration and client retention while reducing spend by 11% through vendor negotiations and cost optimization.
- Elevated event strategy into a growth engine for Sales, generating \$30M+ in annual pipeline for 3 consecutive years through doubled prospect conversions, while also boosting attendee engagement by 50% across multi-day programs.
- Partnered with C-suite and executive leadership to align event strategy with go-to-market priorities, and provided strategic reporting, showcasing \$36M+ revenue gains through retention (14% uplift) and measurable improvements in event-driven conversion performance.

Remote | **Marketing Project Manager** | Mar 2022 – Apr 2024

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- Launched and managed a global creator collective initiative supporting content creators through education and community-building, positioning Raptive as a thought leader in creator partnerships.
- Built scalable program infrastructure, including curriculum design and creator enablement.
- Built strategic partnerships, securing sponsorships and engagement opportunities for creators.

Remote | **Event Coordinator** | Jan 2020 – Mar 2022

- Sustained client engagement and loyalty during Covid by pivoting to innovative digital-first event strategies, designing and producing 30+ virtual events annually (webinars, online workshops, networking activations) to drive audience engagement.
- Owned end-to-end production, ensuring seamless execution and delivering high attendee satisfaction scores (97%)
- Collaborated with executives to develop new products and manage partnerships for creator-focused initiatives

PreGel America

Charlotte, NC | **Events & Marketing Specialist** | Aug 2016 – Dec 2019

- Created standardized global guidelines across EMEA, LATAM, and APAC subsidiaries, ensuring brand consistency and cost efficiency.
 - Lead Subsidiary Marketers in Europe, South America, and North America in transforming the brand experience, approving tradeshow designs, content, and budgets.
 - Managed \$1M+ trade show portfolio (USA), negotiating contracts to reduce costs by 15% while increasing lead capture.
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EARLIER EXPERIENCE 2010-2019

- **Apartment Life – Program Director** | Recruited, trained, and managed 20 teams delivering retention programs across 15 communities.
 - **Independent Events Professional** | Managed large-scale marketing and brand activations, small to mid-sized social events.
 - **BidPal, Inc. – Events Assistant** | Supported corporate and nonprofit fundraising events.
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EDUCATIONAL BACKGROUND

Bachelor of Science in Hospitality Management, 2011
Florida International University