LILIA GONZALEZ VALENTIN

Events & Operations
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SUMMARY

Event and operations coordinator who ran Exponent's ~$1M, 300+ conference program across 25 North American offices: booth logistics, shipping, budgets, and CRM reporting. Earlier coordinated 40+ oncology trials at UCLA Health.

CORE SKILLS

Events & Operations: Conference program coordination, booth and shipping logistics, event budgets and purchase orders, vendor coordination, run-of-show and pre-event planning, abstract and poster submission tracking, CRM contact logging, KPI and ROI reporting, process standardization, stakeholder coordination, staff training and onboarding

Life Sciences: Phase II and III oncology trials, sponsor and physician liaison, FDA-regulated environments, clinical trial data

Tools: Salesforce, HubSpot (event landing pages, RSVP flows), Excel, PowerPoint, Tableau, Asana, Google Workspace, Medidata EDC, Cursor, Claude, ChatGPT

Languages: English, Spanish (native)

EXPERIENCE

Brand & Operations Consultant (Freelance) | Cuidado del Seno **Jan 2025 - Jan 2026**

- Led vendor research and selection for a two-location medical practice: sourced options, ran evaluation calls, compared pricing, negotiated added contract benefits, then implemented the new EMR system, built provider-specific templates, trained all staff, and standardized tools and workflows across both locations.
- Piloted an ambient AI documentation tool with a physician, evaluating accuracy and clinical usability ahead of full rollout.

Marketing Event Coordinator | Exponent, Menlo Park, CA **Aug 2023 - Oct 2024**

- Coordinated a multi-office conference program for all 25 North American offices plus select events for the 7 European and 3 Asian offices: 300+ conferences a year on an annual event budget of about $1M, with up to $30K per hosted event.
- Project managed conference collateral, printing, shipping, swag, and hosted events end to end with graphic design, business development, and vendors; handled 10+ shipments a week solo in high season and standardized delivery with run-of-show templates and shipment instructions. Ran 5 company-hosted events a year around conferences, mostly dinners and happy hours, plus a speaker session with open Q&A.
- Pitched and led the redesign of Exponent's full-size conference banners with copywriters, designers, BD, and technical experts, replacing generic taglines with the firm's services; launched QR-enabled tabletop banners for smaller conferences that linked booth visitors to the firm's insights page. Led Spanish translation of key marketing materials.
- Managed event budgets by raising purchase orders and comparing vendor pricing and bulk-order options for swag, banners, and catering; owned the firm's event CRM largely solo (participation details, shipping, logistics, and materials needs for every event), set deadlines for new collateral, and ran the weekly team update on upcoming events and open needs; built Excel budget and performance trackers and monthly reports on participation and engagement to inform vendor decisions and future spend.
- Built an event-tracking schema and post-event debrief process with BD and consultants, capturing KPIs, contacts, projects sourced, competitive insights, and abstract and poster submission deadlines for conferences the firm wanted to participate in more; reporting informed annual investment decisions based on ROI.
- Built HubSpot event landing pages and RSVP flows, and coordinated speaker rehearsals, staffing, and day-of troubleshooting remotely across in-person and webinar formats; used AI tools to turn meeting notes into task assignments for distributed teams.

Product Marketing Intern | Reltio, Los Angeles, CA **Jun 2022 - Aug 2022**

- Researched market trends and competitors across Life Sciences and Healthcare, turning findings into 2 sales enablement presentations and a product launch one-pager that shaped go-to-market strategy.

UCLA Health, Hematology-Oncology

Clinical Research Coordinator / Unblinded Data Manager (promoted) **Jan 2021 - Jun 2021**
Clinical Research Assistant **Jul 2019 - Jan 2021**

- Owned day-to-day operations across 40+ concurrent Phase II and III pharmaceutical-sponsored oncology trials in an FDA-regulated environment, serving as primary liaison between physicians, biopharma sponsors, and patients.
- Entered and managed patient trial data in Medidata EDC, including as unblinded coordinator for drug assignment data, maintaining accuracy and audit-readiness; prepared compliance reports and trained incoming Research Assistants on full office workflows.

INDEPENDENT PROJECT

- **The Activation Index (demo):** Built a demo competitive intelligence dashboard for luxury brand experiential activations by city and month, running on sample data (no live data API) with every figure labeled sample or real; built with Cursor and AI agent tools.

EDUCATION

MBA, Marketing & Entrepreneurship | Loyola Marymount University (GPA 3.75) **2021 - 2023**
BS, Health Sciences & Psychology | Boston University **2015 - 2019**
Experience Design Certificate | UAL Central Saint Martins **2026**
Spatial Design Certificate | UAL Chelsea College of Arts **2026**