

Mackenzie Curtin

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EXPERIENCE

American Council of Life Insurers

Manager, Conference Development

Assistant Manager, Conference Development

Washington, D.C.

December 2023 - Present

February 2022 – December 2023

- Lead end-to-end strategy, planning, and execution of high-impact in-person and virtual programs for 400+ attendees, managing content development, speaker coordination, and post-event analytics to drive engagement and ROI.
- Direct cross-functional marketing initiatives across email, digital, and social platforms, resulting in increased visibility, registration growth, and member engagement.
- Oversee \$500K+ event budgets, identifying cost savings while ensuring high-quality vendor services, logistics, and attendee experiences.
- Build and manage scalable marketing campaigns and communication timelines to support member programs, corporate engagement, and internal initiatives.
- Develop and launch the **ACLI Rising Leader Program**, creating content pillars, professional development milestones, and KPIs for 50+ emerging professionals.
- Optimize sponsor activation strategy by crafting compelling sponsorship decks, managing logistics and engagement touchpoints, and ensuring value delivery across multi-channel assets.
- Create and analyze effectiveness surveys and feedback tools, utilizing insights to refine programming, improve satisfaction metrics, and guide strategic planning.

American Council of Life Insurers

Coordinator, Conference Development

Washington, D.C.

August 2021-February 2022

- Supported program operations and communications, including email marketing campaigns, event collateral, and internal stakeholder materials.
- Provided project support using tools like Asana, LMS platforms, and virtual event software to ensure seamless program delivery and digital engagement.
- Delivered logistical support for events and training programs, contributing to continuous improvement in operational workflows and member experience.

HM Consulting

Fundraising Associate

Washington, D.C.

December 2020 - July 2021

- Designed and implemented strategic fundraising plans for high-profile Congressional campaigns, aligning messaging with political platforms and donor priorities.
- Managed event marketing campaigns, donor targeting, and CRM workflows, successfully exceeding \$300,000 quarterly fundraising goals.
- Collaborated with internal teams and external partners to coordinate branded events, build donor engagement pipelines, and analyze performance metrics

COMPUTER SKILLS

- | | | | | |
|--------------------------|------------------|-------------|------------|--------------------|
| • Microsoft Office Suite | • ActiveCampaign | • Vimeo | • Sitecore | • Google Workspace |
| • Adobe Suite | • SurveyMonkey | • EventMobi | • Zoom | |
| | • Canva | • Cvent | | • Wix |

CERTIFICATIONS

Cornell University

Marketing Strategy Certification

November 17, 2024

Event Leadership Institute

- Certified Meeting Professional (CMP)
- Technical Meeting & Event Production
- Advanced Event Design & Strategy
- Hybrid & Virtual Event Director

In Progress

May 16, 2024

March 4, 2024

July 1, 2023

EDUCATION

American University, School of Public Affairs

Bachelor of Arts in Law and Society

Washington, D.C.

May 2020

- Three-Year Accelerated Program: Politics, Policy and Law
- Minor: American Studies

Honors: Graduated *cum laude*