

Callie LaPoint

📍 183 W. MAIN ST STOUGHTON, WI

📞 (608) 205-9575

✉️ CLAPOINT@BECKERPROSERVICES.COM

BUSINESS OPERATIONS, EVENT OPERATIONS, GRAPHIC DESIGN,
WEBSITE DESIGN, COMMUNITY SERVICE, CLIENT SATISFACTION

PROFESSIONAL EXPERIENCE

Director of Operations Stoughton, WI

Becker Professional Services, LLC
September 2024 - Present

- Administer internal procedures and processes
- Internal and external brand management
- Community engagement coordinator
- Website design services
- Social Media design and content services

Events & Visitor Services Manager Stoughton, WI

Stoughton Chamber of Commerce
September 2018 - September 2024

- Strategize, plan and implement events, advertising, and public relations for Stoughton Tourism and Stoughton Chamber of Commerce
- Plan, execute and improve 5 Community Events including Syttende Mai, the largest Syttende Mai Festival in the US and the official start to Festival Season in our area.
- Responsible for creating and selling Chamber Event Sponsorships increasing efficiency with renewal commitments
- Establish, manage, and/or update all digital assets including Facebook, Instagram, and Website for Stoughton Chamber of Commerce, Stoughton Visitor Services, Syttende Mai, Coffee Break Festival, and the Syttende Mai Classic
- Layout design, content writer,, and ad sales for in-house publications and visitor-based publications
- Participate in industry events and conferences to increase Group Tours to Stoughton
- Collaborate with Chamber and Tourism Boards, City Management, Area Business and Contracted Professionals to maximize engagement, involvement and proper resource allocation

Event Services Specialist Madison, WI

UW-Extension
January 2014 - August 2018

- Intake information for 1,000+ meetings/conferences/symposiums per year
- Communicate the needs of the client thoroughly with building services, guest services, catering, and hotel staff
- Prepare marketing material for clients on behalf of the Event Planning and Sales office
- Prepare/update customer database and reporting devices to use as sales prospects
- Effective communication daily for all building staff and current/potential clients
- Yellow Belt certified in Six Sigma/process improvement

EDUCATION

Bachelor of Arts, Communication | May 2004

University of North Dakota

- Emphasis: Public Relations
- Emphasis: Marketing

ADDITIONAL EXPERIENCE

- Sons of Norway, member
- St Ann Home and School, steering committee
- WI Department of Agriculture, Trade, and Consumer Protection
- Ralph Engelstad Arena
- Minnesota News & Farm Networks

