



Gina Alterio Nolan  
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Gina is a people person and creative director with a history in luxury event production and product development. Thanks to this background, she has mastered the art of listening to clients and earning their trust, converting their needs into measurable successes.

**Tools & Skills:** Figma, Adobe CS, Sketch, Axure, Mural, Miro, various CRM software and the full gamut of Apple, Google, and Microsoft native tools.

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## PROFESSIONAL EXPERIENCE

### **COMMANDER'S MANSION**

*Historic mansion and event venue.*

Assistant Director of Events / Creative Director | Watertown, MA | Jan 2019 - Present

- Designed and produced all marketing including a full re-brand, website overhaul and doubling of the social media following.
- Developed trusting relationships with current and prospective clients.
- Helped clients transform the space uniquely to reflect their personal style while providing the best experiences for their guests.
- Worked with clients and vendors alike to manage logistics.
- Coordinated day-of events from initial installation to breakdown completion.
- Managed the upkeep of the 150+ yr old mansion and 7 acres of property.

### **PETERSON PARTY CENTER** (now PEAK Event Services)

*New England's leading tent and event rental company*

Product Marketing Manager & Outside Sales | Woburn, MA | Feb 2013 - Feb 2017

- Bridged the gap between Sales Team and Operations.
- Attended industry trade shows to source new products and foster relationships with vendors.
- Performed consultative design sales with luxury clients while collecting qualitative data on emerging design trends and gaps in the market that informed company buying decisions.
- Designed new season product collections tri-annually.
- Planned, styled and executed company photoshoots.
- Managed social media marketing.
- Presented at several speaking engagements on new trends for live event design.
- Analyze data on current inventory ROI to reassess what product needs to be retired or reintroduced into the marketplace.



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## **TJX COMPANIES**

*Off-price national and international clothing retailer*

Sourcing Specialist | Framingham, MA | Jan 2012- Feb 2013

- Bridged the gap between the US product team and the upwards of 10 Chinese factories.
- Negotiated pricing with vendors for millions of dollars worth of merchandise using complex spreadsheets and pivot tables.
- Created multiple organizational tools to aid teams in working more smoothly.
- Extensive travel overseas to factories for negotiation purposes.

## **PRISCILLA OF BOSTON**

*Historical, bespoke luxury bridal wear company*

Production Manager | Charlestown, MA | Dec 2006- Dec 2011

- Managed order placement of custom bridal gown orders with multiple overseas vendors.
- Tabulated complex spreadsheets and pivot tables for upper-managerial use for a greater company overview.
- Built and fostered productive relationships with cross-functional teams including sales representatives, technical design, merchants and accounting to insure on-time deliveries for thousands of custom orders annually.
- Provided customer service and accounts payable representation with all 30 + wholesale customers for the top selling Melissa Sweet brand.
- Documented and maintained stock inventories as well as quality control records.

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## **EDUCATION**

### **LESLEY UNIVERSITY**

UX Certificate Program Nov 2021- Nov 2022 | 4.0 GPA

### **SYRACUSE UNIVERSITY**

School of Visual and Performing Arts Class of 2006

Bachelor of Science in Fashion Design Technologies | 3.9 GPA