

JJ ARGENT

Events & Engagement Manager · Higher Education · Venue Operations · Large-Scale Programs

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PROFESSIONAL SUMMARY

Event management professional with progressive leadership experience across universities, student engagement portfolios, and large public-facing programs. Experienced in high-volume event delivery, venue operations, budget oversight, team leadership, and cross-functional stakeholder management in complex institutional environments. Known for improving operational efficiency and delivering inclusive, high-quality client, guest, and student experiences at scale. Brings a service-oriented, commercially aware approach well suited to higher education and client-facing event environments in Canada.

CORE SKILLS

Event Leadership	High-volume event delivery, conference & festival management, campus programming, branded activations
Venue & Operations	Venue operations, room bookings, space utilisation, logistics coordination, vendor management
Financial & Commercial	Budget forecasting, cost control, sponsorship, revenue generation, financial reporting
Stakeholder Engagement	Cross-functional collaboration, partnership development, client & guest experience
Team Leadership	Staff supervision, volunteer coordination, coaching, performance support
Governance & Compliance	Risk management, health & safety, accessibility (AODA-aware), continuous improvement

PROFESSIONAL EXPERIENCE

Senior Coordinator, Projects & Development

Monash University

Mar 2026 – Present · Melbourne, AU

- Led 15+ cross-portfolio Access, Inclusion & Success projects, implementing planning frameworks that delivered **100% on-time completion** across competing institutional priorities.
- Built partnerships across 12+ faculties, student service teams, and community organisations, increasing cross-departmental program participation by **15%**.
- Supervised and coached a Project Officer, introducing standardised documentation that reduced workflow turnaround times by **20%**.
- Directed communication strategies for a **5,000+ student audience**, managing newsletters and stakeholder campaigns with an average open rate of **40%**.
- Delivered 20+ annual in-person, hybrid and virtual community and student engagement events, achieving a **92% satisfaction rate**.
- Used satisfaction data, participation metrics and post-event evaluation to improve program design and inform annual planning decisions.

Business Manager, Ancillary Services Operations

University of Toronto Portfolio

Nov 2024 – Sep 2025 · Toronto, CA

- Directed operations across a high-volume, multi-venue student hub serving **5,000+ students per term**, overseeing space utilisation, event scheduling, room bookings and logistics.
- **Reduced operating costs by 15%** through vendor negotiation, resource planning and cost-control measures while maintaining service quality across a multi-venue portfolio.
- Cultivated partnerships with 10+ student associations and faculties, increasing cross-departmental collaborative programming by **20%**.
- Planned inclusive events incorporating accessibility considerations, participant accommodations and equitable audience experience within institutional settings.
- Applied accessibility planning principles in event delivery and built working knowledge of **AODA** expectations for Ontario-based roles.

Manager, Production & Programming

Calgary Pride

Jul 2024 – Jan 2025 · Calgary, CA

- Led end-to-end delivery of **24+ major festivals and cultural events**, overseeing staging, vendor management and safety compliance for large, diverse audiences.
- Designed branded activations and audience experiences that increased engagement and strengthened sponsor value across major public events.
- Secured and managed **\$200K+ in sponsorship and government funding** through partnership development and data-backed impact reporting.
- Used audience feedback and post-event reporting to refine programming and improve attendee experience.

Division Manager, Events, Advertising & Sponsorship

The University of Melbourne (UMSU)

Aug 2022 – Jun 2024 · Melbourne, AU

- Led a **525+ event annual portfolio** across multiple campus venues, engaging **145,000+ attendees** while managing staffing, compliance, logistics and audience experience at scale.
- Generated **\$1.2M+ in sponsorship and commercial revenue** through strategic partnership development and negotiation.
- Directed recruitment, scheduling, coaching and live-event leadership for **36+ staff and 160+ volunteers**.
- Developed branded campus activations and large-scale engagement experiences that increased participation and enhanced partner visibility.
- Implemented event risk, safety and compliance frameworks that maintained **100% adherence** to institutional governance and public safety requirements.

Project Manager & Food Relief Coordinator

The University of Melbourne

Aug 2021 – Nov 2022 · Melbourne, AU

- Spearheaded the strategic redesign of the University's Food Relief and Student Support framework, improving service accessibility and resource distribution efficiency.
- Directed cross-functional teams delivering key university-wide activations including Orientation and Employability Week.
- Strengthened institutional capacity through collaborative partnerships across academic divisions and external community stakeholders.
- Supported senior leadership and executive stakeholder events through logistics, communications and service delivery coordination.

Student Engagement Coordinator

The University of Melbourne

Apr 2021 – Aug 2021 · Melbourne, AU

- Executed large-scale student engagement programming for flagship events such as Orientation and campus open house.
- Modernised internal operations by streamlining event documentation and workflow protocols.
- Earned promotion to the Central University Team within five months of tenure.

ADDITIONAL EXPERIENCE

- **Team Lead, Admissions** — Keypath Education (Dec 2019 – Apr 2021)
- **Duty Manager** — MiHaven Student Living (Nov 2017 – Nov 2019)
- **Student Engagement & Support Roles** — James Cook University (Aug 2015 – Jul 2019)

VOLUNTEER LEADERSHIP

- **Founder** — JJ's Community Support (2020–2023)
- **Founder & President** — Redlynch Valley Community Inc (2015–2019)
- **Undergraduate Representative** — JCU Academic Board (2018–2019)
- **Student Representative** — Broderick Review Implementation Working Group (2017–2018)

EDUCATION & CERTIFICATIONS

Diploma of Tertiary Studies, James Cook University

Canadian & International Professional Development

- Mental Health First Aid — Mental Health Commission of Canada (2025)
- Trauma-Informed Care Certificate — Recovery Alberta (2024)
- TESOL Certification — International Open Academy (2020)
- First Aid & CPR Certification — Shirt Courses Australia (2024)

Technical & Vocational Training

- Certificate IV in Information Technology — Cairns Careers and Training (2012)
- Certificate III in Hospitality — Cairns Careers and Training (2012)
- Certificate II in Kitchen Operations — Cairns Careers and Training (2011)

TECHNICAL SKILLS

Event Platforms	Cvent, Eventpro, TryBooking — registration, ticketing, attendee communications, scheduling & compliance reporting
CRM & Marketing	Salesforce, Student CRM, Mailchimp, Campaign Monitor — stakeholder comms, sponsor tracking
Project & Collaboration	Asana, Smartsheet, Trello, Microsoft Teams, SharePoint, Zoom
Reporting & Analytics	Qualtrics, SurveyMonkey — event feedback analysis, attendance reporting, post-event evaluation
Microsoft Office	Word, Excel, PowerPoint, Outlook
Operations & Risk	Budget forecasting, financial reporting, sponsorship reconciliation, safety documentation, incident reporting, accessibility planning support