

KARIE A. O'NEILL

STRATEGIC PLANNING PROFESSIONAL

516 Burnham Lane, Middletown, DE 19709

karieoneill931@gmail.com • (302) 598-4892 • www.linkedin.com/in/karie-o-neill

PROFESSIONAL SUMMARY

Innovative and results-driven professional in event planning, management and strategic communications. Recognized for delivering high-caliber communications and events, with a focus on excellence, efficiency, and impact while cultivating strong relationships with executive leadership, stakeholders, constituents, cross-functional teams, and external partners through collaboration and strategic insight. Skilled in managing complex budgets and optimizing operational processes that support institutional priorities

EXPERT-LEVEL SKILLS

- High-Profile Strategic Event Planning & Execution
- Executive-Level Relationship Building & Stakeholder Management
- Integrated Communications & Marketing Leadership

WORK EXPERIENCE

University of Delaware

Associate Director, Strategic Special Events

2022 – Present

Assistant Director, Strategic Special Events

2016 - 2022

- Directed and executed high-profile, signature events for the President, University Leadership, Board of Trustees and the Office of Development, including campaign launches, receptions, formal dinners, ribbon cuttings, groundbreakings, and activities involving government officials, VIPs, C-suite executives, and international dignitaries.
- Cultivated strong working relationships with on- and off-campus partners, including departments such as Communications, Media Services, Facilities, and contracted vendors such as Aramark, tent providers, lighting specialists, and florists.
- Streamlined communication of event logistics and goals with the President, Senior leadership, and gift officers to ensure alignment, accuracy, and a seamless experience.
- Onboarded and mentored new Strategic Special Events staff, reinforcing operational consistency, adherence to protocol, and delivery of high-quality events.
- Managed complex budgets and optimized operational procedures.

University of Delaware

Adjunct Professor, Catering Management

2025 – Present

- Taught the catering management course that includes topics such as menu planning, food and beverage operations, event logistics, budgeting, and customer service.
- Developed engaging lectures, demonstrations and experiential learning activities
- Provided timely feedback and support to students regarding academic performance and career development.

Simply Perfect Weddings LLC

Owner/Professional Consultant

2009 – 2016

- Founded and strategically led a successful event planning business, overseeing all aspects of operations, client engagement, and brand development.
- Spearheaded end-to-end planning and execution of large-scale events, managing budgets, timelines, and client expectations to ensure seamless, premium-level experiences.
- Developed and implemented SEO-driven marketing strategies, including blog content, press releases, and promotional videos—resulting in top-tier search engine placement and increased visibility for *Simply Perfect Weddings*.
- Designed and executed educational workshops to generate client leads and establish thought leadership within the events industry.
- Recruited, trained, and supervised independent consultants and interns, ensuring consistent delivery of high-quality service aligned with company standards.

DELAWARE MARKETING GROUP

Assistant Vice President

2001 - 2006

- Led end-to-end marketing communications projects for multiple national banking clients, ensuring alignment with brand strategy, timelines, and budget requirements.
- Developed, edited, and managed approval workflows for high-impact communication materials, including magazine and newspaper advertisements, brochures, acquisition programs, and convenience check campaigns.
- Partnered closely with internal teams and external creative vendors to deliver visually compelling and on-brand marketing collateral.
- Supervised and mentored account managers, fostering team collaboration and driving consistent delivery of client objectives.

THE AIG LIFE INSURANCE COMPANY

Marketing Communications Specialist

1999-2001

- Oversaw end-to-end marketing communications initiatives for life insurance agents, broker-dealers, and diverse client portfolios, ensuring strategic alignment and timely execution.
- Collaborated with external creative partners and vendors, including designers and printers to develop high-quality marketing collateral that supports business objectives and brand consistency.
- Designed and produced in-house marketing materials, including internal flyers and email campaigns, enhancing internal communications and engagement.

THE MIIX GROUP

Communications Specialist

1997 – 1999

- Developed and edited strategic communications—including articles, brochures, handbooks, newsletters, press releases, and web content—for board members, clients, and key stakeholders.
- Created high-impact PowerPoint presentations to support executive leadership in meetings and public-facing engagements.
- Maintained and managed relationships with national public relations firms to support consistent, brand-aligned messaging and media visibility.

S.E. Whiting Advertising Associates

Assistant Creative Director

1996-1997

- Led the development and execution of multi-channel communication materials, including brochures, handbooks, press releases, newsletters, advertisements, corporate identity packages, websites, and radio/TV scripts, ensuring alignment with client brand and messaging strategies.
- Cultivated and strengthened relationships with a diverse statewide and national client base, including major healthcare systems (e.g., Mercy Healthcare System, Moses Taylor Hospital, Heritage Alliance), financial institutions, and hospitality businesses.

EDUCATION

University of Delaware, Master of Arts, Strategic Communications
May 2023

King's College, Bachelor of Arts, Mass Communications/ Minor in Marketing
May 1996

1996 Recipient of Leadership Award from the Mass Communications Department

CERTIFICATES

University of Delaware – Lerner School of Business
Strategic Leadership Certificate
December 2024