

Crystal M. Nix

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Events & Hospitality Leader | Luxury Experiences | Resident Engagement & Operations

Professional Summary

Results driven hospitality and events leader delivering high level, client facing and community driven experiences in luxury environments. Expert in designing and executing large scale programming, signature events, and engagement strategies that drive satisfaction, retention, and brand excellence. Known for blending creativity with operational precision, leading teams, and elevating experiences through thoughtful, detail oriented execution.

Core Competencies

- End-to-End Event Planning & Execution
- Luxury & Corporate Event Management
- Resident Engagement & Experience Strategy
- Budgeting, Forecasting & ROI Optimization
- Vendor Sourcing & Contract Negotiation
- Cross Functional Leadership & Collaboration
- Program Development Across Wellness Dimensions
- Client & Stakeholder Relations
- Logistics Coordination & On-Site Execution
- Brand Aligned Marketing & Communications

Professional Experience

Director of Programming | Senior Living Community | Atlanta, GA (2025 – Present)

- Provide strategic leadership for resident programming and signature events that enhance quality of life while reflecting a high standard of hospitality, dignity, and purposeful living.
- Oversee dynamic daily programming and large scale community events that celebrate individuality, diversity, and meaningful engagement.

- Design and execute programming across seven key dimensions of wellness: physical, social, emotional, spiritual, intellectual, vocational, and environmental.
- Partner with sales, marketing, and operations teams to drive resident engagement, strengthen community culture, and support occupancy growth.
- Lead departmental operations including staff development, budget oversight, and creation of monthly calendars and newsletters aligned with brand standards.
- Execute community outings, partnerships, and social media initiatives to elevate visibility and resident experience.
- Maintain a high level of discretion, professionalism, and operational excellence in all resident interactions and programming execution.

Senior Wedding and Event Planner | Popped Event Planning | Greater Tampa Bay Area (2022 – 2025)

- Managed high-touch luxury events for corporate and private clients, overseeing full lifecycle from concept to execution.
- Negotiated contracts with 50+ vendors, ensuring budget adherence while enhancing quality.
- Delivered seamless guest experiences aligned with brand and client expectations; events ranged from \$20K to \$500K.
- Served as primary client contact, ensuring clear communication and exceptional service delivery.
- Recognized for professionalism, adaptability, and problem solving in high pressure environments.

Luxury Hospitality Stewardess & Personal Chef | Yachting Industry | International (2010 – 2020)

- Designed and executed private events for ultra-high-net-worth individuals and celebrity guests.
- Coordinated logistics, menus, and guest experiences in fast paced, high pressure environments.
- Maintained strict confidentiality and elevated service standards across all touchpoints.
- Managed global sourcing of premium goods while maintaining budget accountability.

Adventure Travel Coordinator | TrekAmerica Travel | North America & Mexico (2005 – 2010)

- Planned and executed experiential travel programs across diverse locations.
- Adapted logistics in real time to ensure seamless operations and guest satisfaction.
- Delivered engaging, organized experiences with strong communication and leadership.

Technology & Tools

- Microsoft Office (Word, Excel, PowerPoint)
- Event Platforms (Cvent, Eventbrite, RSVPify, Concept)
- Collaboration Tools (Zoom, Teams, GoToWebinar)
- Canva & Adobe Express (Marketing & Event Materials)