



LVE Employee Spotlight

Maranda Jacobs, Corporate Marketing Coordinator

Born and raised in Apple Valley, Calif., Maranda was interested in events from an early age. The oldest of three girls, Maranda was always involved with school, church and performing arts events. She started choreographing and competing in dance competitions all over California from age 12 to 17, winning multiple regional titles. During that time she joined her high school's dance team, as well as a youth performing arts group.



Maranda was also very involved in student government. She was elected Senior Class President, responsible for planning all senior events, fundraisers and trips.

After high school graduation in 2010, Maranda started her freshmen year of college at Santa Monica City College while working as a hostess at The Capital Grille in Beverly Hills. Shortly after starting her first year of college she started flight school at Star Helicopters in Hawthorne, Calif. Her passion for flight started in high school when the San Bernardino Sheriff's Department would allow her and her father (a retired Sergeant) on ride-alongs. Maranda completed her first solo helicopter flight in March of 2011 and completed her solo cross-country flight the following May. She obtained her Private Pilot License in Rotorcraft in August of 2011 and moved to Las Vegas, Nevada to begin her sophomore year at the University of Nevada, Las Vegas.



During her time in school, Maranda continued working at The Capital Grille and later left for an internship in sales and events at Stoney's Rockin' Country – a country bar and dance hall on the Las Vegas Strip. After Stoney's changed their branding campaign, she became more involved with the club's promotions, marketing and events. While questioning

a career in aviation, Maranda earned a flight contract and was selected by The United States Marine Corps for Officer Candidate School. After much deliberation, she declined this offer to pursue a career in event management.



After graduating with her Bachelor of Science in Hotel Administration majoring in Meetings and Events Management, Maranda quickly sought employment and was hired by Las Vegas Events as corporate marketing coordinator in July of 2015.

Working along side the vice president of corporate marketing, Maranda is responsible for overseeing all fulfillment items in each sponsorship package for Cowboy Christmas, as well as establishing and maintaining relationships with each potential hotel partner in the production of multiple Signature Events. She very much enjoys her position with the Corporate Marketing Team and is looking forward to furthering her career with Las Vegas Events.



FAVORITE QUOTE

"Look in the mirror. That's your only competition."

– Unknown

THE JACOBS FILE

Born: April 7, 1992

Hobbies: Boating, Traveling, Aviation, Dancing, Reading