

Wendy DeLuca

(954) 699-6556



thrivewellexperiences@gmail.com

ThriveWell Experiences

Founder, Producer, Moderator & Speaker

October 2020 – Present

Miami Beach, London, Paris

- Founded and produced ThriveWell Experiences, a cultural wellness platform focused on dialogue at the intersection of women’s health, wellness, and community.
- Designed and moderated panel discussions, salons, and curated gatherings featuring healthcare professionals, cultural leaders, and nonprofit partners.
- Guided psychologically safe, dialogue-led conversations on menopause, fertility, longevity, and women’s health across life stages.
- Collaborated with hospitals, wellness organizations, nonprofits, and sponsors to deliver high-impact, mission-driven programming.
- Produced large-scale and intimate events engaging over 100 attendees, multiple sponsors, exhibitors, and community partners.
- Served as lead moderator, shaping conversation flow, audience engagement, and cross-disciplinary dialogue rather than prescriptive education.
- Developed programming that complements clinical care by addressing cultural, emotional, and lived experience dimensions of women’s health.
- Built partnerships with nonprofit organizations to expand reach, community engagement, and mission alignment.
- Managed end-to-end event production, including concept development, speaker curation, sponsorship integration, and on-site execution.
- Positioned ThriveWell as a trusted, neutral platform for informed conversation within corporate, cultural, and community settings.

Carillon Miami Wellness Resort

Director of Membership & Events

October 2020 – Present

Miami Beach, FL

- Spearheaded member acquisition and retention strategies, increasing sales by 260% in 2021 and 200% annually through 2025, with net membership revenue averaging \$1.8M per year.
- Act as concierge and ambassador for over 200 high-net-worth members, providing white-glove service that mirrors 5-star hospitality standards.
- Develop and execute strategic global sales plans targeting luxury clientele, consistently exceeding sales goals while cultivating new business from national and international markets.
- Demonstrate strong ability to identify client needs, design compelling proposals, and deliver customized experiences aligned with the brand’s luxury wellness ethos.
- Build strong member relationships to sustain high retention through proactive engagement.
- Create communication strategies with interdepartmental teams to ensure flawless execution of member services and events.
- Successfully manage high-level corporate and local chamber partnerships.
- Create departmental SOPs, marketing assets, and communication strategies to align messaging across touchpoints and improve client experience.
- Develop and manage annual budgets, lead training for team members, and serve as primary liaison with external vendors and stakeholders.
- Partner with luxury wellness brands and partners.

Adrienne Arsht for the Performing Arts Center

Director of Special Events

January 2018 – July 2020 (furloughed during Covid) Miami, FL

- Sold and produced over 40 luxury and large-scale events annually, including the 2019 NBC First Democratic Presidential Debate, NFL Honors Awards Show, Mayor’s Address, Balmain Paris Art Basel Dinner, and AIDS Healthcare Foundation Celebration.
- Consistently exceeded event sales goals by 50% YOY, while managing a \$1 million dollar budget with a focus on profitability and strategic growth.
- Demonstrated a proactive approach in uncovering new business opportunities through targeted proposal development that reflected the Center’s brand and cultural identity.
- Developed and executed strategic marketing and sales plans to grow brand visibility and elevate client acquisition across key entertainment, corporate, and philanthropic markets.
- Led cross-functional collaboration with production, security, F&B, operations, front-of-house, and executive stakeholders to deliver seamless guest experiences.
- Maintained rate integrity and pricing standards while supporting revenue strategies tailored to market demand and client segmentation.
- Processed detailed financial settlements and post-event reports using KPI metrics to analyze event success and guide future sales strategies.
- Built strong relationships with entertainment clients, city officials, global brands, and philanthropic organizations, securing high-profile, return business.
- Spearheaded the creation of digital, social, and print marketing campaigns to support event promotions.
- Directed and inspired a team of 30+ volunteers and event coordinators for every production, ensuring flawless execution and 5-star client service.
- Acted as a brand ambassador through the media and industry events, increasing the Center’s visibility among high-net-worth individuals and elite cultural institutions.

AMI Meetings Inc Onsite Meeting Planner (Consultant) 2015 – 2017

Onsite Planner for International & National Events: Argentina, Chile, UK, Spain, NJ & NY

DeLucca Events

CEO & Founder

May 2010 – January 2018 South Florida

- Planned, created and executed 25+ national and international events per year.
- Managed company branding and marketing and social media platforms for DeLucca Events and clients.
- Served as communications, marketing and PR consultants for clients.
- Built client websites, e-commerce sites and registration platforms for clients.
- Prepared event scripts, timelines and pre/post events action step plan for all clients.
- Assisted in raising money by procuring sponsors, donors and in-kind donations. Increased event participation with key committee members and sponsors. Led all sponsorship activations.
- Hired, trained and supervised staff, volunteers and vendors for client events.

Hispanic Unity of Florida

Event & Marketing Manager

February 2010 – June 2013 Hollywood, FL

Event Arsenal: Hispanic Gala Dinner & Awards Show (980 attendees, 5 stage performances, 150 lot auction, 3 VIP receptions, Celebrity Treatment, i.e., Gloria and Emilio Estefan, etc.),

HispanicFest Festival (1,400 attendees, 8 stage performances, 30 vendors),
Entrepreneur Summit/American Dreamer Awards Luncheon (500 attendees, 5 speakers, 20 vendors)

- Secured an average of \$42K of in-kind dollars per event and \$25K in sponsorship dollars. Raised \$52K in-kind donations for 2012 gala.
- Helped grow attendance of Hispanic Annual Gala from 450 to 980 guests in 3 years.
- Created from scratch annual Entrepreneur Summit/American Dreamer Awards Event.
- Negotiated all hotel and venue RFPs, client and vendor contracts.
- Created and managed budget settlements and KPI goal reports for each event and large projects.
- Hired, trained and supervised support staff and volunteers Oversaw PR communications, prepared all press releases, oversaw newspaper and magazine production deadlines. Spokesperson and appeared on Comcast Community Vision, Univision, NBC/Telemundo (Spanish) & NBC6 South Florida.
- Created Event Sales, social media and marketing plan for department.
- Prepared event timelines, meeting agendas, meeting minutes, pre-and post-events.
- Executed sponsorship agreements and led all sponsorship activations.
- Managed, negotiated and fulfilled partnerships with donors and sponsors.

Bell Harbor Conference Center

Event Manager

June 2007 – November 2009

Seattle, WA

Event Arsenal: Mayor's Address, Microsoft Team Conference, Google Staff Holiday parties, Boeing Conferences, Washington State Wine Commission Global Tasting, Starbucks Staff party, etc.

- Achieved sales goals consistently and led the team with highest average up-sell of 56% per month.
- Planned an average of 30 events per year.
- Served as primary contact for clients to decide on catering needs, room layouts, audio/visual requirements, timelines, staffing needs and additional vendor selections when applicable.
- Coordinated and managed 8+ departments to execute each event successfully.
- Created quarterly reports with overall sales KPIs for executive team.
- Led pre-and post-conference meetings with clients and staff.
- Managed accounting and payment requirements to ensure they were received in a timely manner.
- Acquired necessary city permits for each event.

Starbucks Corporate

Event & Marketing Manager, International Marketing Department

January 2005 – June 2007

Seattle, WA

Event Arsenal: Executive Team Quarterly Conferences in Seattle, France, Spain, & England

- Reported to VP of Marketing on creating and global strategy developmental strategies.
- Planned an average of 23 global events per year both domestically and internationally.
- Worked with the Executive Team by creating an experience and objective for each event.
- Prepared event timelines, meeting agendas, meeting minutes, pre-and post-events.
- Negotiated all hotel and venue RFPs and contracts for every event.
- Managed all event budgets.

SKILLS

Microsoft
Office Expert
Cvent
Canva
Meeting Matrix
Artifax
Google Suite
Facebook
Instagram
Twitter
TikTok
Slack
Zoom & Skype
Delphi
Spa Soft
Opera
Wix

LANGUAGES

English -Native
Spanish -Fluent
(written/verbal)

VOLUNTEERING

Greater Miami Chamber of
Commerce- Leadership Miami
Facilitator & Participant,
Greater Miami Gay and Lesbian
Chamber Health & Wellness
Council Member, Little
Lighthouse Foundation,
Greater Fort Lauderdale LGBT
Chamber, United Way, Broward
& Miami YWCA

EDUCATION/VOLUNTEER

San Francisco State University
B.A. Spanish

A.C.E. Fitness Certified

Dale Carnegie: Leadership Sales,
Customer Service

Greater Miami Beach Hotel Association
Hospitality Manager of the Year 2024,
Leadership Miami Graduate and Team
Winner 2022, 2024 Facilitator of the
Year, Co-Facilitator 2025