

# **ALANNA LUKSHA, CMP**

## **Vice President, Events & NextUp JAX**

Jacksonville, FL | (904) 654-5092 | [Alanna.Luksha@gmail.com](mailto:Alanna.Luksha@gmail.com)

### **Summary**

Strategic, relationship-driven leader with 9+ years of experience in high-profile partnerships, revenue-generating events, and exceptional client service. Proven in fulfilling complex sponsorships, leading cross-functional teams, and driving revenue through tailored activation strategies. Certified Meeting Professional and nationally recognized chamber executive passionate about uniting organizations and communities through meaningful engagement.

### **Experience**

**JAX Chamber** | *Not-for-profit organization serving 3,000+ members in Northeast Florida*

#### **Vice President, Events & NextUp JAX (2024–Present)**

- Oversee the Chamber's full event portfolio and lead strategy for 20+ annual programs, including intercity visits.
- Direct NextUp JAX and Hightower Fellowship, accelerating the development of emerging leaders through targeted programs, high-impact experiences, and executive-level engagement.
- Lead all event marketing in collaboration with communications, ensuring brand alignment, sponsor promotion, and multi-channel visibility.
- Lead a high-performing team of two, directing strategy, partnerships, stakeholder relations, and fiscal management.
- Cultivate and strengthen relationships with influential leaders across business, industry, government, and the community to advance strategic priorities.

#### **Director, Events (2021–2024)**

- Drove substantial revenue growth for the annual Leadership Trip and strengthened event sponsorship portfolios by developing customized, mutually beneficial partnerships.
- Led planning and execution for high-profile intercity visits and regional programs, collaborating cross-functionally to maximize sponsor visibility and attendee engagement.

### **Manager, Events (2019–2021)**

- Spearheaded strategic sponsorship efforts for high-profile events, significantly increasing event funding.
- Executed Destination Downtown trips (Tampa, Charleston, Buffalo) and managed logistics for large events like the 1,000-attendee Annual Meeting.

### **Senior Coordinator → Coordinator, Events (2016–2019)**

- Supported event logistics, registration, and city permitting while managing strategic partnerships for the Jacksonville's Longest Table and Leadership Trip to Las Vegas.
- Coordinated detailed sponsor needs across departments to ensure timely and on-brand execution.

### **Luksha & Co. | Founder (2020–Present)**

- Founder and leader of an independent agency specializing in event and communication strategy, delivering high-impact corporate and personal events as well as standalone marketing and social media campaigns. Built the business from the ground up with an entrepreneurial approach, achieving 100% client retention through exceptional service, creativity, and results.

## **Education**

### **University of North Florida, Bachelor of Arts, Political Science (2018–2022)**

*Summa Cum Laude | Minor: Leadership*

### **Florida State College at Jacksonville, Associate in Arts (2013–2016)**

*Graduated with High Honors*

## **Board & Committee Appointments**

- Actively engaged in community leadership as a Board Member for Friends of James Weldon Johnson Park (2025)
- Appointed by Jacksonville City Council to serve on the Cultural Service Grant Program Committee (2025)

## **Awards & Honors**

- **Regional Leadership Academy** - Northeast Florida Regional Council (2025)
- **40 Under 40 Honoree** – Association of Chamber of Commerce Executives (2024)

- **Certified Meeting Professional (CMP)** – Events Industry Council (2022)
- **Lifework Leadership** – Faith-based Executive Program (2020–2021)
- **President’s Volunteer Service Award** – White House Recognition (2018)
- **Leadership Jacksonville: Next Generation** – Emerging Leader Program (2018)