

qualifications

- **Event planning, coordination & management:** comprehensive event management skills including securing event space, media coverage and catering services, confirming and coordinating scheduling needs of vendors and sponsors, documenting the event through securing photographers and videographers, “working the crowd” at the event to create a positive atmosphere for attendees.
- **Event marketing & promotions:** Designed e-mail campaigns and managed distribution lists; created and distributed press releases and sponsorship letters for community events; created “buzz” through social media, paid advertisements and free publicity opportunities; designed posters and flyers using Adobe CS (InDesign, Photoshop).
- **Website maintenance & management:** worked within website content management systems to load and organize data; researched and verified data for inclusion in online calendars and business listings; assisted with website organization and upkeep; experienced with online applications such as Google Docs, WordPress and custom online tools.
- **Written & spoken communication excellence:** copywriting for promotional campaigns, business correspondence and web content; copyediting of written content for web, radio and print promotions.
- **Fundraising and sponsorship coordination:** experienced in creating donation and gift-request letters for non-profit initiatives and writing business-to-business partnership proposals for marketing events.
- **Schedule, travel and personal assistance:** Provided comprehensive support to owners and executive-level staff; handled travel arrangements and daily schedules of senior management; coordinated calendar and task entries for office staffs of up to 10 personnel using internal management systems including Outlook.
- **Skilled in data entry & office management:** experienced with Windows and Microsoft Office (Word, Excel, PowerPoint, Outlook), ten-key processing, typing at 75 WPM with 98% accuracy; managed multi-line phone systems; handled supply purchasing, expense reports and HR documentation; experience with organizing and preparing new office space and handling office moves.

employment history

Nashville Pics, LLC - online photography magazine

January 2010-present

Executive Assistant & Promotions Manager

Berry Interesting Productions - digital marketing & branding consulting firm

August 2009-January 2010

Executive Assistant

West Care Hospitals - immediate and long-term healthcare

June-August 2009

Community Relations Intern

Cullasaja Club of Highlands - membership-only country club

June-November 2008

Tennis Assistant to Head Pro

Serendipity Salon & Spa - health & wellness services

2007

Customer Relations Specialist

education

Western Carolina University, BS Communications, concentration in Public Relations. Tennis scholarship recipient.

Hillsborough Community College, Associates in Arts. Tennis scholarship recipient. All-American 2006, 2007.

Runner-up National Champions 2006, 2007. State Champions 2007.