

Summary

SUMMARY OF ACCOMPLISHED AND INNOVATIVE EVENT PROFESSIONAL with a proven record of PROFESSIONAL performance and results in a fast-paced environment. QUALIFICATIONS Highly effective in motivating and leading productive teams. Extensive experience in designing, planning, and executing events of all sizes. Demonstrated success in identifying needs and implementing efficiencies. Dedicated, enthusiastic, and resourceful; committed to exceeding event and guest expectations. KEY STRENGTHS Extensive Event Planning & Execution Experience Creative Event Design Strategies Successful Operations Efficiencies & Improvements Team Leadership & Motivation Cross Functional Communication & Collaboration Multilevel Relationship Building Advanced Organizational & Detail Skills Effective Needs Identification EXPERIENCE ST. VINCENT DE PAUL CHURCH & SCHOOL, Brooklyn Park, MN Food & Event Services Manager, Designer – Culinary Department 2011 to Present Collaborated and teamed with Food Service Director to design, plan, and orchestrate a broad range of fundraising events, bazaars, auctions, and parish Harvest Festivals, as well as weddings, meetings, and private dinners. Identified, spearheaded, and implemented a series of operational efficiencies to modernize events and catering procedures. Successfully streamlined daily food service operations for a 500-student body, resulting in improved timeliness. Management responsibilities including budgeting, supervision, vendor relations, food safety monitoring, and office organization. Trained new employees in culinary and wait staff divisions, resulting in a highly productive guest driven teams. Communicated effectively to achieve department goals. Established positive, trusted relationships with all internal and external levels. Adapted to the needs and requests of diverse cultural guests, with positive feedback. Received recognitions from senior leadership event chairs, administrative professionals, and guests for ‘going above and beyond,’ and exceeding expectations. BENE DESIGNS Owner/Operator – Five years previous experience as. Founded, marketed, and built a loyal clientele through creative floral designs and personalized service.

Skills

- Guest services
  - Inventory control procedures
  - Merchandising expertise
- Loss prevention
  - Cash register operations
  - Product promotions

Experience

Event Planner, Designer & Manager, 03/2011 to 11/2021

St. Vincent De Paul School & Parish – City, STATE

- Helped with end-to-end event planning process through meetings, walk-throughs and day-of execution.
- Coordinated plans and specific event needs with internal personnel.
- Collaborated with leadership and colleagues to coordinate staffing for each event.
- Organized resources for events with up to 300 to 1500 attendees and \$ 100.00 to \$15,000 budgets.
- Handled client questions and concerns via different communication channels to deliver exceptional customer service.
- Managed accounts and worked to continuously develop new revenue from existing clients.
- Organized event facility, food and beverage selections and audio-visual arrangements.
- Planned, coordinated and executed weddings and special events.
- Maintained close communication with clients to mitigate service issues.
- Coordinated vendors, timelines and budgets for events.
- Created and help facilitate décor and event materials fitting clients' requests and vision.
- Organized corporate luncheons, dinners, and special events.
- Recommended money-saving strategies for events to bring costs within budget.
- Directed florists, photographers, musicians and ceremony participants during pre-ceremony, ceremony and post-ceremony events.
- Oversaw event logistics, venue scheduling and accommodations.
- Directed event production in collaboration with hosts and internal teams.
- Contributed ideas during strategic and conceptual brainstorming sessions.
- Thoroughly researched design topics and studied information pertaining to topics.
- Liaised between clients and company to verify contract fulfillment.
- Assessed inventory levels and ordered new materials, including floral and food supplies needed to accomplish project goals.

Owner/ Designer, 04/2002 to 06/2006

Bene Designs – City, STATE

- Developed business and marketing plans.
- Set pricing structures according to market analytics and emerging trends.
- Led startup and opening of business and provided business development, creation of operational procedures and workflow planning.
- Promoted store offerings through advertisements and brochures to attract new customers.
- Monitored supplier operations to verify quality, delivery schedule and conformance to contract specifications.
- Assessed, optimized and elevated operations to target current and expected demands.
- Analyzed client business needs and assisted in determining appropriate resources and strategies.
- Negotiated with vendors to gain optimal pricing on products resulting in substantial increase in profit margin.

Adjunct Faculty Instructor, 08/2002 to 12/2004

Hennepin Technical College – City, STATE

- Created lesson plans and developed instructional materials covering required topics and learning objectives.
- Documented student assignments, attendance and test scores.
- Displayed exemplary written and oral communication skills to meet learning styles and improve student learning.
- Sourced appropriate course materials to support variety of student learning needs and styles and deliver content in relevant, distinctive ways.
- Maintained schedule of office hours to assist students and offer educational support.
- Distributed and posted course syllabus and answered student questions regarding standards, material, grading and progression at beginning of semester.
- Delivered in-depth instruction in various topics, including application of hands-on approach and successful business operations for real-world learning scenarios.
- Wrote and filed reports detailing course activities and student progress.
- Lectured and communicated effectively with students from diverse backgrounds.
- Created and delivered quality lectures and laboratory instruction to floral students.
- Used variety of teaching methods such as lectures, discussions and demonstrations.
- Assisted students in achieving completion of learning objectives.
- Provided student feedback regarding areas in need of improvement and provided additional learning resources.
- Developed quizzes, exams and assignments to measure student progress and comprehension.
- Structured assignments with clear goals and criteria for assessment.
- Facilitated group discussions, encouraging students to address class concepts to increase understanding.
- Tutored and coached students to help achieve personal and academic goals.

Education and Training

Bachelor of Arts: Marketing , 05/2020

CONCORDIA UNIVERSITY - St. Paul, MN

High Distinction Capstone Project: Wrote a detailed business plan for a catering consulting firm. Earned highest academic rating for project excellence and reasoned appeal to investors. Major Projects: Developed an in-depth marketing plan, as well as a detailed market analysis for a new product. Acknowledged by professors for outstanding work on both projects.

Additional Information

- TESTIMONIALS “Jessica, this final business plan is outstanding. You should feel proud of your accomplishment. You truly exceed the expectations and offered the investors strong reasons to invest in the company. CONGRATULATIONS!” Professor Cheryl Kelley, Concordia University “Marketing Plan Complete! Jessica, you exceeded expectations in covering all marketing elements and display a strong/solid understanding of each. Well done!” Professor Karen Walters, Concordia University “WOW – what a great paper, Jessica. You did a great job of setting the stage with your opening paragraph and picture – and then analyzing the product and the industry. Great job in adding the relevant images to the corresponding content and use of charts and graphs to support your statistics. This is exactly what an investor or client would want to see in a professional report. Really terrific paper in every way. I hope you add this report to your portfolio.” Professor Christine Walsh, Concordia University