Antwoinette Ayers

***“Community Leader, Creator, and Trainer Committed to Serving with Purpose”***

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# PROFESSIONAL PROFILE

Certified Paraprofessional, community leader and collaborator with 13+ years of combined experience in training, management, and providing excellent service in the areas of community relations, retail, cosmetology, and food service. Strong background in building partnerships through community based programs, developing training plans, and implementing business objectives. Seeking an opportunity in a setting focused on developing, implementing, and assessing effective community program landscapes and initiatives.

# COMMUNITY LEADERSHIP AND COLLABORATION

***Steering Member*** January 2018- present

Winstanley Development Corporation East St. Louis, IL

Serve as a key member in the process of a 5 phase home building project in an East St. Louis community, where 60+ homes have currently been built.

* Assess community needs and partner to create plans for project direction
* Engage in brainstorming meeting to make and initiate project decisions

***Event Coordinator***, New Business October 2018- present

Neighbors Marketplace East St. Louis, IL

Create innovative events to serve the community and market store services.

* Attract business into store through collaborating on community hosted events
* Participate in partnership meetings to open second store location

***Creator and Producer*** May 2016- present

The Wardrobe Keeper Managed two shows, with a total of 450 attendees, for a stage production focused on women dealing with life’s obstacles and the challenges of overcoming them. Managed production, wardrobe, casting, and location security. Shows have been conducted during Mental Health Awareness and Breast Cancer Awareness month and were held at Lindenwood University (Belleville, IL) and The Village Theater (Centreville, IL).

* Partnered with professional media including DK productions, iDex Photography, and Jab 87
* Secured local business owners for reserving theater space, rehearsal space, and stage management

***Creator*** November 2016- November 2017

Wives Matter Forum Belleville, IL

Hosted and moderated two forums, including experienced panelists, focusing on aspects of being a wife.

* Managed the selection process for women serving on the event panel
* Developed event layout, format, and agenda
* Secured vendors and coordinated event materials
* Expanded Wives Matter social media pages and increased membership and online participation

# WORKFORCE EXPERIENCE

***Director of Security dates***

The Dome at America’s Center St. Louis, MO

Ensure the safety and security of building and clientele for a large entertainment facility.

* Manage the logistical operations of safety protocol and implementation for large events
* Provide staff direction and train new team members in job expectations

***Cosmetologist***  January 2007- present

Multiple Salons Belleville, IL

Perform, marketing, organize community events, and work with local colleagues to maximize client services. Provide a full beauty experience including hair, nail, and maintenance services with a special focus on brides.

* Initiate monthly promotions to build clientele and increase presence in the community
* Perform marketing tasks through social media advertisement and the “Refer a Friend” program
* Participate in community and career events with local high schools and Boys and Girls Club to bring awareness to the cosmetology field and entrepreneurship
* Provide free cosmetology services for domestic violence survivors and back to school events in the Cahokia and East St. Louis areas

***Store Manager (Laid Off)*** September 2007- August 2008

US Cellular, St. Clair Square Fairview Heights, IL

Reported to the Area Manager at the top selling store in Illinois. Offered cell phone service plans for customers. Led team in 3 high sales awards, and recognized for customer service skills and team collaboration.

* Reported to area sales meeting with a team of 20 managers from across the region
* Strategized in planning individual and team goals, and made projections of store outlook
* Maintained online continuing education courses in leadership and product knowledge

***Traveling Sales Representative***  September 2006- September 2007

* Initiated operations and the grand opening of 4 new stores in St. Louis and Illinois
* Onboarded and trained 20 new employees to utilized the company system, conduct inventory, perform necessary administrative tasks and deposit money
* Utilized Microsoft Office and company software to enter and track store metrics and information

***Sales Representative*** October 2005- September 2006

* Provided product information and direct service to 5-10 customers daily
* Trained 4 new sales representatives to perform full booth service for business
* Maintained inventory, conducted bank deposits, ran credit checks, and collected payments
* Upsold accessories, bundle packages, and educated customers on special offers and promotions

**ADDITIONAL EXPERIENCE**

***Women’s Ministry and Small Group Leader*** May 2009-present

New Life Community Church East St. Louis, IL

* Led small women’s groups, participated in ministry and outreach, developed and initiated a women’s retreat, and hosted vision board parties for New Life Community Church.

***Camp Counselor (seasonal)*** May 2003- May 2004

Kingdom House St. Louis, MO

* Earned the “Favorite Camp Counselor” award for outstanding relationship building, social and educational development, and instruction for participant ages 10 & 11 in a community outreach center.

# EDUCATION

***Associate in Science in Mass Communications*** May 2020

Forest Park Community College St. Louis, MO

***Communications Skills Training*** (focus on transforming leadership and community) January 2019

Our Community Listens St. Louis, MO

***Certificate in Security Training*** August 2018

St. Louis County Academy St. Louis, MO

***FastTrac New Venture Entrepreneurial Training*** April 2017

St. Louis Economic Development Partnership St. Louis, MO

***Paraprofessional Certification*** April 2017

Southwestern Illinois College Belleville, IL

***Cosmetology License*** April 2007

Regency Beauty Institute Fairview Heights, IL