
EXECUTIVE SUMMARY

Executive Assistant • Senior Administrative Professional • Project & Event Coordinator

- **An organized, energetic and highly resourceful administrative professional** with 10+ years of experience boosting organizational productivity by serving as an indispensable partner to businesses and executive leaders.
- **A proactive contributor who excels in delivering the right tools, resources and support** – at the right time – with little or no direction. Able to anticipate an executive's needs and then respond in a decisive, impactful manner.
- **An unflappable problem solver who juggles multiple assignments simultaneously** and works with confidence and ease in even the most challenging, fast-paced environments.
- **Highly regarded for consistent ability to apply sound judgment**, emotional intelligence and decorum to sensitive, confidential and unpredictable situations.

“There’s no issue Kelly can’t resolve, no project she’s afraid take on and no process she hasn’t improved. She’s the heart and soul of this organization.” – Bill Smith, CEO, Market Target

AREAS OF EXPERTISE

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|-----------------------------|----------------------------|------------------------------|
| ▪ Office Administration | ▪ Spreadsheets & Reporting | ▪ Process Improvement |
| ▪ C-Level Executive Support | ▪ Calendar Management | ▪ Expense Reporting |
| ▪ Customer Service | ▪ Travel Coordination | ▪ Executive / Board Meetings |
| ▪ Project Management | ▪ Marketing Communications | ▪ Bookkeeping (AP / AR) |
| ▪ Event Coordination | ▪ Advanced Excel Skills | ▪ PowerPoint Presentations |
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PROFESSIONAL EXPERIENCE

Market Target, Inc. / CORE Electronics, Memphis, TN

2009 – Present

Market Target is a business accelerator that enables emerging startups to bring their great ideas to market; Market Target was integral to the 2012 launch of CORE Electronics, a consumer electronics company that spun off in 2013.

Executive Assistant / Office Manager

Recruited into a hybrid role that combines administrative leadership with management of Market Target's day-to-day business operations. Demonstrate daily innate problem-solving capabilities and strengths in managing complex projects / events, calendars and travel plans, for the President and other C-level leaders. Consistently tackle the most challenging, high-visibility assignments, often working with ambiguity to stringent deadlines.

- **Hand-picked to serve as an executive assistant for CORE leadership.** Earned this expanded role following the launch of CORE, one of the most prominent startups to emerge from Market Target. Served in a dual EA / office management role between the two companies from 2013 – 2016.
- **Continually improve efficiency for executives and the business.** Work diligently to ensure that processes are streamlined, and potential challenges are anticipated in advance, ensuring that TargetPath leaders can maintain focus on the core goals and priorities of the organization.
- **Spearheaded, planned and managed the company's largest customer event**, a two-day celebration commemorating the company's 10th anniversary. Oversaw vendor and venue selection, customer communications, travel and accommodations, cost controls, and on-site hospitality for 250+ guests.

Home Décor Studios, Memphis, TN

2007 – 2009

Retailer of home décor, furniture and other accessories

Executive Assistant

Delivered a diverse range of administrative, marketing and operational support on behalf of this leading regional home décor shop. Served as a valuable partner to the business owner, managing calendaring and project coordination, business correspondence, bookkeeping, data entry, marketing and customer support.

- **Managed digital / email and direct mail campaigns**, enabling the studio to further engage current clients, entice potential customers and strengthen brand awareness throughout the community.
- **Coordinated the design, printing and distribution of marketing collateral**, ensuring that each promotional tool aligned with the overall business strategy and brand strategy.

Burston-Mayer Gems & Gold, Memphis, TN

2002 – 2007

Event-based jewelry retailer that sold costume jewelry and accessories through invite-only trunk shows

Administrative Assistant / Event Coordinator

Supported this family-operated, event-based jewelry business by coordinating all logistics for its monthly trunk shows. This included site selection, scheduling, invitations, merchandising, event execution and client relations.

- **Ensured every trunk show was meticulously executed** and generated a strong ROI. Oversaw timelines, resources and deliverables in preparation for each event, then served as a front-line customer support representative at the shows.
- **Managed A/R, A/P and payroll**, enabling the business owner to remain focused on strategy and business development efforts.

ADDITIONAL ADMINISTRATIVE EXPERIENCE

Fido Rescue League, Memphis, TN

2008 – Present

Nonprofit organization dedicated to finding homes for stray, abused or unwanted dogs in the greater Memphis area

Event Planner / Administrative Assistant

Volunteer hundreds of hours of time annually to this Memphis nonprofit, serving as a volunteer event planner for its three annual fundraising events. Additionally, provide administrative support to the Executive Director.

- **Partner with the Executive Director to develop program themes** and then support all logistics involved in pulling off donor and potential donor events for 300+ participants.

EDUCATION

Bachelor of Science, Communications

University of Memphis, Memphis, TN

Summa cum laude graduate; Women's Volleyball Team member